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PRINTER'S INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XX.

NEW YORK, SEPTEMBER 1, 1897.

No. 9.

LOOKING AHEAD

BOOKS
OPEN
TO ALL

The Philadelphia RECORD

can always count on its regular business more confidently than any other daily paper of the city. That is, it has advertisers who use the paper every day, rain or shine, hot or cold, foggy or snow, blustery or slushy—they are in it all the time. It pays 'em.

In making up the paper, the certainty of having a certain number of advertisements can always be faced.

The RECORD really runs a daily, well-patronized express train to prosperity.



LET US SEND YOU
OUR COMMUTATION RATES.

Average Circulation

in 1896: Daily Edition, 170,402
Sunday Edition, 124,234

THE RECORD
PUBLISHING COMPANY,
Philadelphia.



***All read it—
and read it all—*** Every page, every column, every line. No paper is so well read or by so many persons as the local country weekly. Its readers are money spenders, the **cash down** kind. Their lives as well as their expenditures are largely influenced by the local paper.

To reach the country people the country weekly must be used.
There is no substitute.

The Atlantic Coast Lists contain
1,600 local papers located in the
New England, Middle and Atlantic Slope States.
Reach weekly one-sixth of all the country readers of the United States.
One order, one electro does the business.
Catalogue and estimate for the asking.

Atlantic Coast Lists, 134 Leonard Street, New York.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1903.

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COUNTERFEIT MEDICINES.

For some weeks it has been known that Chicago contains hotbeds of patent medicine and liquor counterfeiters, but it has not been until the past few days that the full depth of the iniquity has been unearthed. About three months ago the Mooney & Boland Detective Agency was retained by the Carter Medicine Company, of New York, to investigate counterfeits of its goods. The detectives unearthed this gang and brought its members to justice. The following week Mooney & Boland were engaged by the manufacturers of antikamnia, and were successful in discovering a gang who were counterfeiting this article. About 600,000 tablets made from French talc were recovered. The tablet machine, dies, etc., were seized at the same time in the room at No. 7 Adams street, where the spurious goods were being manufactured. The following men were indicted by the Grand Jury: H. F. Flannery, R. C. McCabe, Victor Dumont and H. A. Bourne. The bogus products found in Chicago consist of "Antikamnia Powdered," "Antikamnia Tablets" and "Antikamnia and Codeine Tablets." This gang had tried to extend its operations to other States, one consignment of goods having gone to C. O. Paine, of Louisville, Ky., an agent, who was indicted with the rest. The goods shipped to Paine were held by the American Express Company, which received notice of their character, and have been confiscated. Mooney & Boland were next appealed to by Rigaud & Chapoteaut, of Paris, through Mr. Fred S. Mason, to determine whether or not their goods were being counterfeited. It was found that Dr. John Flood, H. Page Guyton and E. C. Bottume were the ones engaged in the manufacture and sale of the spurious Santal-Midy. In the genuine article the name "Midy" is stamped from the inside of each capsule and can not be erased. In the capsules recovered by the detect-

ives the name is stamped from the outside and can be rubbed off. It was found that more than half of this drug now on sale in Chicago is spurious.

Next came the W. T. Hanson Co. of Schenectady, N. Y., who retained the agency, with the result that another gang of counterfeiters has been found, and 250 pounds of spurious "Dr. Williams' Pink Pills for Pale People" have been recovered. At the same time were found about 20,000 circulars, labels, boxes, and other advertising matter, exact counterparts of the genuine labels. The steel engravings and plates from which this matter was printed were also recovered. In this raid the discovery was made that W. F. Severa's Headache Wafers were being counterfeited, and about 5,000 labels, an equal number of circulars and boxes, and all the plates from which these were printed were recovered.

Mr. Louis Gakel, of the Kohler Medicine Co. of Baltimore, Md., came to Chicago a short time ago and held a conference with the Mooney & Boland Agency. As a result, two complete sets of plates, 15,000 circulars, wrappers and envelopes, together with the usual advertising matter packed with the goods, and 400 gross of imitation Kohler's Headache Powders ready for delivery, were captured and confiscated. The forged fac-simile signature of the Kohler Medicine Co. was on every package.

Next came Mr. Brent Good, president of the Carter Medicine Company, in response to a telegram from the agency. On his arrival in the city he found that the Mooney & Boland detectives, under the management of Mr. William J. Sutherland, in charge of the Western agency, had captured a complete set of steel plates for printing the labels, folders, circulars and wrappers of the Carter Medicine Company, found and taken 200 pounds of spurious "Carter's Little Liver Pills," and arrested the counterfeiters. In the same place as this last discovery of counterfeits were found a complete set

of electrotypes for the printing of Phenacetine circulars and labels, together with a large quantity of labels and circulars already printed, exact counterparts of those used by Messrs. Schieffelin & Co. The two latest arrests are those of Joseph Platt and Otto Doerlamm, the former of whom is now in the county jail, and the latter has given bond in the sum of \$2,000. The names of both will go to the grand jury together. The list of those now under arrest for counterfeiting patent medicines is as follows: H. F. Flannery, H. A. Bonne, Victor Dumont, Edward C. Bottume, R. C. McCabe, H. Page Guyton, Dr. John Flood, H. G. Paine, Joseph Platt and Otto Doerlamm. The last named is, or was, employed by Druggist Iver L. Quarles, 1086 Milwaukee avenue. Your correspondent has samples of all the goods, labels and wrappers taken, and is in a position to say that in all respects, except as to the composition of the goods, they are exact imitations of the genuine. Three separate gangs of counterfeiters have been broken up, 135 plates and electrotypes taken, together with immense quantities of spurious goods and thousands of forged labels and wrappers. Seven men are now under indictment, two under arrest, and more arrests will follow in a few days. Furthermore, those who printed the labels and made the plates are known, and there is evidence that some of the druggists in whose stores spurious goods were found had knowledge of the character of the articles they were offering for sale.—*Pharmaceutical Era*.

SAMPLING.

The editor of the *Up-to-Date Distributor*, a monthly of Cleveland, O., which advocates house to house distribution of samples of advertised articles, thus voices his opinions:

My opinion, judging from personal observation, is that the only drawback with sample distributing is that the samples are not properly distributed, thus the results are not one-third what they should be. Distributors stand on the street, throw the samples on the front stoop, hit or miss. If it hits, sample bursts open, strewing contents all over the stoop for the angry housewife to sweep up. If it misses, it lodges in some obscure corner of the yard and is lost to view. If samples are placed on the stoop or knob of the

front door, they are stolen by small children, who oftentimes eat them and nearly die from the effects. My opinion is that the only proper and effective way to distribute samples is to employ neat, well-dressed distributors, have them walk around to the side or back door of each residence, rap on the door and politely hand the sample to the person answering the call, mention the merits of the goods, request that they test the sample and tell them where to obtain the goods. Thus you get each sample directly inside each and every house, each sample is tested and I am certain that sales would be five times as great at the very lowest estimate. Of course the cost of distributing would be increased, yes, probably three times as much as by the old style, but if results are five times greater, you are much the gainer. Any distributor can give you this inside service if you are willing to pay the price. No doubt they have given you as good service as they could at the price they received. I get \$2.00 per thousand for sampling, placed up to the door, inside when chance may offer. I can place your samples inside, as per above, for \$8.00 per thousand. Yes, it is quite a jump in price for sampling, but a thousand samples placed inside sell more goods than five thousand placed up to the door. That makes the \$8.00 work cheaper to you than the \$2.00 work. Try this and see if it don't. Perhaps you think I would earn big money sampling goods at this price, but I would not make any more pro rata than at ordinary sampling, as it would be necessary to employ the best of help and use great judgment and a personal inspection. This is the lowest figure the work can be done for, providing absolute inside work is done.

PAPER IN BOOKS TO-DAY.

Experts predict that the books of to-day will fall to pieces before the middle of the next century. The paper in the books that have survived two or three centuries was made by hand of honest rags and without the use of strong chemicals, while the ink was made of nut galls. To-day much of the paper for books is made, at least in part, of wood pulp treated with powerful acids, while the ink is a compound of various substances naturally at war with the flimsy paper upon which it is laid. The printing of two centuries ago has improved with age; that of to-day will within fifty years have eaten its way through the pages upon which it is impressed.—*The New England Press*.

THE dime museum need not necessarily use freak ads.

KUTNOW'S POWDER.

THE INTERESTING STORY OF A SUCCESSFUL ADVERTISING CAMPAIGN.

Kutnow Bros.—with one / if you please, though most people seem to insist on two—is the name of a concern located at 13 Astor place, the Mercantile Library Building. These people are beginning to use considerable space in the dailies for the exploitation of an Improved Effervescent Powder. A call upon them by the representative of PRINTERS' INK elicited the following facts, one of the two American brothers—there is a third, the founder of the house, in London—freely giving the information.

"The business was founded in London eight years ago, and this, the American off-shoot, has been in existence now for three years. You see, before we looked around for new worlds to conquer, we made a success of our first field. Would you like to hear of our advertising course there?"

"As it is relevant, yes."

"Well, the first two years we worked entirely through physicians. That made our stability.

Then a stock company was formed and we commenced to advertise to the consumer direct. We have only been at it two years, yet in that time we have been able to achieve a remarkable success. We advertised mainly in the dailies and a few monthlies, taking large space, never less than two columns and often entire pages. Our advertisements in English dailies were mostly on Wednesdays, there being no Sunday issues. In the monthlies we always took full pages. You may not know we have another specific, a positive hay fever and asthma cure, but though we did not push this—simply inclosing with every Effervescent Powder package a circular of it—this latter has also made quite some progress,

which proves the efficacy even of indirect advertising."

"Can you tell me the result of your policy?"

"During the first seven months we spent a little over \$10,000 a month, and yet do you know that even during this experimental period it was an unqualified success, for we covered not only advertising outlays but the entire expenses of the business. In fact, from the outset, this new policy of advertising paid. The later showing is a grand improvement even on this."

"Coming to America, what was your course?"

"The first two years we adopted our earlier English

policy, advertising to the medical profession putting our products on a staple footing, and acquiring, as we had done in England, numerous professional indorsements of our specifics. But we were not satisfied to go thus slowly, and about three months ago, imbued with the spirit of American enterprise, we inaugurated direct advertising."

"What mediums have you thus far employed?"

"Of necessity our first advertising is largely experimental, mainly the Sunday dailies in this city and in Boston—in New York, *World*, *Herald*, *Journal* and the *Weekly Tribune*, and in Boston, the *Herald*, *Post*, and later, the *Journal*. Our chosen space is from half of one column to two columns, display."

"Anything additional?"

"Well, we've continued circularizing extensively."

"Any other mediums?"

"The religious press, slightly; among the juveniles, *Babyhood*. We have continued almost all our medical journal space; have continued some drug journals, and have gone into special programmes quite some, but found them of comparatively little service."



HERMANN KUTNOW.

"How about the humorous weeklies, the magazines, the literary papers and reviews, and the theater programmes?"

"Have not used any of them yet."

"There remain outdoor display, the street cars and the 'L'?"

"We've never used any of them, and have no present intention."

"I should think the doctors would resent your advertising thus?"

"Quite the contrary. They commend us, because we advocate our remedies strictly on scientific principles. It seems to attract them. It is only the narrow-minded ones who believe, or affect to believe, that by going to the people direct with our grand remedies we are largely curtailing their opportunities. However this may be, the broader and more liberal spirits treat such restrictions as below contempt. It is partly on the advice of

ories, compare them, and although I don't believe them infallible, I can generally get at a pretty fair estimate through these various means."

"Through whom do you place?"

"We place both ways, direct and through agents. We have had several of the latter, but at present have none, not having struck the right one."

"How do you key your ads, assuming you do?"

"We promise to send free samples to inquirers who will mention the paper through which they are induced to send. It works nine times out of ten. In the few instances where inquirers do not exercise the courtesy we still send samples, and then still give the various papers the benefit of the doubt, ascribing these pro rata in the proportion of ascertained answers."

"Do you follow up these inquirers?"

"No, no further, but as we are continually making a systematic canvass of druggists, that point is amply covered. Our business policy throughout is governed by Ayer's admirable maxim of 'keeping everlastingly at it.'"

"What is the amount of your advertising outlay?"

"At present in America we are spending about \$5,000 a month in this way; but then this is the silly summer season, and so far we have confined ourselves to a very limited territory. In the fall we intend to branch out, but to what extent we have not yet determined. If we were to discuss future plans, we would be overrun by agents, and for heaven's sake spare us! I don't blame them for calling—that's business—but sometimes it gets to be trying. You can, however, say in the Little Schoolmaster that there are nowhere stancher believers in printers' ink than we are." J. W. SCHWARTZ.

ADVERTISING TOILET PREPARATIONS.

Given a toilet article of real merit and in attractive form, the only practical limit to its introduction and widely developed use is the extent to which its owners are willing to advertise and push it. There are hundreds of most excellent toilet preparations which drag along from year to year, comparatively unknown to the great masses of the people, simply because not advertised, or only in a small and desultory way. On the other hand, there are certain popular toilet articles which are known and used all over the civilized world. Of course, they possess real merit, as otherwise they could not hold the success achieved, but the thing that has built them up is "advertising," steady, clever and persistent advertising, on the most liberal scale, in the best mediums, month after month and year after year.—*Toilet Preparations.*

KUTNOW'S

Improved Effervescent Powder, pleasant to the taste, invaluable for dizziness, drowsiness, dyspepsia and uric acid diseases, like rheumatism, gout, eczema. Don't be deceived by substitutes, but ask for the genuine imported article, bearing the signature of S. Kutnow & Co., L'd.

Sample free. Mention *World*.

KUTNOW BROS., 13 Astor Place, N. Y. City.

Price 85 cents per bottle; 15 cents extra for postage if to be mailed.

doctors, indeed, that we advertised direct, and you will notice that in many of our ads we recommend the sufferer to see the doctor also."

Returning to the subject of street cars, "L" and outdoor display, Mr. Kutnow was pleased to volunteer:

"We are opposed to these, because we are such firm believers in printers' ink that we prefer it to all other methods of advertising. I do not even believe circularizing as efficacious as hammering away in the papers. But we dare not stop circularizing, though I begrudge all our advertising outlay not devoted to purchasing newspaper space."

"How do you select your papers?"

"We try to inform ourselves on quality and quantity, preferring the former."

"How do you inform yourselves?"

"By observation, by conversing with publishers, advertising agents and advertisers. I discount publishers' statements, and I refer largely to direct-

THE CIRCULATION
OF
The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's
CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

FROM NEW ZEALAND.

One of the Little Schoolmaster's pupils in far away New Zealand writes:

Offices of
GEORGE W. HEAN (late W. W. Price),
Prescription and Family Chemist,
Corner East Belt and Hereford St.,
Chch.

Teeth extracted at any hour.

Night bell at corner door.

CHRISTCHURCH, N. Z., July 7, 1897.

Editor of PRINTERS' INK:

Under separate cover I am sending a copy of my first attempt in the advertising booklet line. I should be thankful if you would criticise it fully and fearlessly through the columns of your journal. Although Christchurch is a town of about 48,000 inhabitants, with something like 30 chemists, this is the first time anything approaching a booklet has been put out—in fact, the usual style is the cheapest circulars possible! Owing to the education I have received from your excellent journal I am of opinion that good printing pays. My instructions to the printer were: "Give me nothing short of the best—the very best." The price I paid was 36s (£1 16s.) per thousand for 5,000. What would the same class of work be done for in America? The above price does not include envelopes. These cost me 9s. per 1,000 for 5,000.

Awaiting a reply through your journal, I am, sir, respectfully yours, G. W. HEAN.

Mr. Hean's booklet is of usual primer form. It has 22 pages, bearing letterpress, pictures and trade-mark, and 6 blank pages, being a 24-page form, with cover. The matter, omitting pictures and trade-mark, is as follows, each division representing a page:

"LOOKING FORWARD."

To you this little book is most respectfully addressed.

I HAVE PURCHASED the chemist and druggist business of Mr. W. W. Price, so long (21 years) and so successfully carried on by him at the corner of Hereford street and East Belt, and known as the

EASTERN DISPENSARY. All the prescriptions, recipes and books, etc., are in my possession. I am a fully qualified and registered chemist and druggist.

AND NOW I am "Looking Forward." The Eastern Dispensary has been rearranged to suit the convenience of both my customers and myself.

A NEW STOCK of drugs and chemicals (finest qualities only) has been placed on the shelves, also a larger and more varied assortment of patent medicines and druggists' sundries, including sponges, combs, brushes, tooth powders, pastes, perfumes, toilet soaps, hot water bottles, chest protectors, and,

IN FACT, most everything kept in a well-appointed chemist's business. To have in stock everything is almost impossible, but if you should need what I haven't got I'll procure without delay and with pleasure. My telephone and my messenger are always at your service.

MY SPECIAL FEATURE is the dispensing of physicians' prescriptions. In this work my watchword is "Not how much, but how well." The smallest detail is not too trifling to have my closest attention.

I DISPENSE NOTHING BUT pure drugs. Pure drugs are what your physician expects when he writes your prescription, and you do not

get the full benefit of his skill if the drugs are not pure. I can guarantee mine.

MEDICINES will be sent to any part of the town or district if required. Your physician called by telephone free of charge.

PRESCRIPTIONS dispensed at any hour of the night. A ring of the night bell will always receive prompt and willing service when there is serious illness and necessity for quick relief. Night bell at corner door.

PRICES. Sometimes the correct value of an article is not easily determined. When such occurs I am careful to charge rather under than over. Better take a little less profit and have my customer return than take a little more and lose him. No article is knowingly priced higher than city prices. Some are lower.

ALL PATENT MEDICINES at cut rates—that is, grocer's rates. For instance, Scott's Emulsion, 2s. 4d. and 3s. 10d.; Baxter's Lung Preserver, 1s. and 1s. 10d.; Malt Extract, 2s. 8d. and 4s. 6d. Malt Extract, with cod liver oil, 2s. 8d. and 4s. 6d. Ayer's, and Hood's Sarsaparilla, each 4s. 6d. Of course, these prices are for cash only.

PERHAPS YOU HAVE already dealt with me. If so, I sincerely thank you and trust you will continue. If not, I shall be very glad if you will favor me. I will certainly do my best to earn your further patronage and goodwill.

WHEN A CUSTOMER purchases of me I look right there and then for his or her next order. How? By supplying what is asked for, giving the very best and charging fair prices. That will generally induce the customer to come again, and that is what I am "looking forward" to, as I am here to stay.

BEING A LICENSED DEALER in stamps, post cards and letter cards, these, whether you have been a customer or not, will be served with as much pleasure as any other article.

THE WINTER is NOW HERE, and with it the usual chilblains, cracked hands, lips and other complaints of a similar nature. I make a chilblain salve which not only prevents but cures broken or unbroken chilblains, chaps, etc. If you are subject to these painful complaints, try a box. You will not be sorry. I have not yet heard of a case where it has failed. The price is one shilling.

CHILDREN ARE IMPORTANT customers in my estimation. When they come to me on an errand I take special pains to see that they get what both you and they want. I always try to be prompt in waiting on them. You may send your child with confidence.

I THANK YOU in anticipation. Just a few prices before closing. Cuticura Soap, 1s. 3d. per cake—box of 3 cakes, 3s. 6d.; Chilblain Salve, a cure, 1s. per box; Improved Toothache Jelly, 1s. per bottle; Steedman's Powders, 1s. 4d. per packet; Feeding Bottles, good quality, in box complete, 1s.; Allen & Hanbury's Food, 1s. per tin; Brandt's Food (malted), 1s. per tin, etc.

Remember the place. G. W. Hean (successor to W. W. Price), prescription and family chemist, corner Hereford street and East Belt, Chch. Teeth extracted at any hour. Telephone 921. Night bell corner door.

Mr. William Johnston, foreman of Printers' Ink Press, says he should charge \$10 a thousand for such a leaflet in 5,000 lots. This is more than Mr. Hean pays for the work at the Antipodes, but the envelopes for which he pays \$2.25 a thousand could be had here for about 90 cents a thousand.

Increased Circulation Everywhere Apparent.

The continued progress of THE NEW YORK TIMES must be a source of gratification to every man and woman who admires clean journalism. Everywhere that New York newspapers are sold its increased circulation is apparent.

**A Prominent Newsdealer at Stapleton, S. I., is
A. BEISMAN. He writes:**

"THE NEW YORK TIMES is the only paper that has increased this summer with me. Some of my customers are now taking THE TIMES in place of the paper they have been taking for years. Within the last year the sale of the daily and Sunday editions has increased wonderfully. I am now selling eight times the quantity of copies of THE NEW YORK TIMES I sold at this time last year."

**WILLIAM T. LANDES, Newsdealer, 14th St.
and Sixth Ave., New York, says:**

"The gains that THE NEW YORK TIMES has made in circulation are really surprising. My stand is in the heart of the shopping district, and I have the patronage of hundreds of business men, clerks and other people of intelligence. I find that among these people there is very little demand for sensational newspapers. A large portion of this class of people want THE NEW YORK TIMES. They think it meets all of the requirements of a modern newspaper. I sell five times as many copies of THE TIMES as I did fifteen months ago. My sales of THE NEW YORK TIMES have not fallen off a single copy because of the summer months. This is a remarkable showing. THE TIMES is making great headway."

Have you seen the Saturday edition of THE TIMES, with the supplement devoted to a Review of Books and Art, or the Sunday edition, with the Illustrated Weekly Magazine? Write for sample copies of either or both.

The New York Times.

"All the News that's Fit to Print."

EXPANSION OF ADVERTISING.

The expansion of advertising has been so steady and gradual that we scarcely realize the great increase and improvement which have taken place unless we contrast periods removed from each other by several years; and we are not ready to concede that it has grown to be one of the most indispensable, as well as valuable, motive forces in the business world to-day until we consider how absolutely necessary it has become to any of the great mercantile or manufacturing houses with which we may be acquainted, and the fact that in every such establishment the work of this department is regarded as the hub around which the whole concern revolves. If we consider the increase in circulation and numbers of newspapers and other publications, we get only a partial idea of the extent of the increase in advertising, for in many other directions, new and old, the increase has been greater than in this. And if we consider the expansion of advertising during the last two decades in its importance and value rather than extent, the computation would be correctly described by saying that no development of business in recent times has been as potential in creating and fostering business, increasing its revenues, controlling and regulating it within certain channels, and so contributing more than its share to the business economics of the world.

Within the period compassed by the Centennial Exhibition of Philadelphia and the recent World's Fair of Chicago, advertising has grown from an experimental effort to what some writers have dignified as a science, and there can be no doubt that it follows along the line of many acknowledged laws and principles which heretofore were obscure and were not practiced. With a few exceptions merchants advertised at that time in a haphazard and dilettante fashion and trusted to luck rather than good guiding for the results, and even those who planned their advertising with a view to a definite end rarely put into the subject-matter the thought and intelligence which are demanded to-day and without which an advertisement is scornfully ignored or mercilessly criticised by the public. To fill the space paid for with matter that had not received careful editing and was not even set up with much care was a poor way to advertise, but nevertheless

that was the system which obtained until the exigencies of business brought about a demand for new and better methods. It was about this time that merchants recognized the need of special help in this department. In fact, a few large concerns had already set aside this work for the attention of either a member of the firm or some one qualified for the work, and at this time advertising received an impetus which has not yet expended its force. The crude and insufficient attempts of former days gave place to a more apt and instructive style, the inartistic illustrations which were always used to some extent were gradually improved, until at the present day we have reached a point of comparative perfection, and hope still to improve. But advertising has expanded beyond the limit of newspapers, magazines and publications generally, into new fields, and has sought out every means by which it could renew its grasp on the public and keep constantly in touch with the great class of purchasers. The vast amount of money spent to-day on street car signs and spaces alone is enormous, and the excellent outdoor display in posters and large painted signs in all the cities of the country is evidence of the tremendous growth of the business, and of the ability and experience which are engaged in it. An army of men all over the country are busied in trying to find some new and more effective device of reaching the public, and hundreds of highly educated men are engaged in the literary work connected with it. This latter is probably the largest and most important division of the work of advertising, and offers the greatest field for reaching the people, and we find the process of selecting the good from the bad among these men has been keeping pace with the general trend of improvement. And to-day there are many advertisements sent out in book form which in literary merit and artistic taste might deserve a place beside the productions of some of our most popular authors. But advertising has not yet reached its zenith. There is still a greater growth to come, and its power for influencing and promoting business enterprises will receive a greater expansion.—*Art in Advertising.*

THE BEST ADVERTISING.

The best advertising is that which accomplishes its object, no matter how poor or inartistic it may seem to outsiders.



**CALIFORNIANS WILL
TELL YOU SO !**

**THE
San Francisco**

CALL

It goes into 50,000 homes
daily.

**50,000
Daily Circulation
is great**

for a strictly first - class
family newspaper of the
Pacific Coast.

"SPEAKS FOR ALL."

**It reaches the classes
you want to reach**

Have your Pacific Coast representatives investigate
the CALL'S merits as an advertising medium —
their decision will satisfy us.

JOHN D. SPRECKELS,

PROPRIETOR.

FOR RATES AND
FURTHER INFORMATION ADDRESS

D. M. FOLTZ, Eastern Manager, 34 Park Row, New York.

Where Advertising Pays

The farmers in the Middle West—Ohio, Indiana, Illinois, Wisconsin, Iowa, Nebraska, Minnesota, South Dakota and Michigan—are better off than those anywhere else in the country.

Where the farmers are better off, the village storekeeper, doctor, lawyer, clergyman, mechanic and small manufacturer have more money.

The trade of these rural communities is worth securing. It can be influenced more effectively and certainly through the local weeklies than in any other way.

Let us tell you how easily and cheaply you can cover this field or any given portion of it.

CHICAGO NEWSPAPER UNION,

10 SPRUCE STREET,
NEW YORK.

93 SO. JEFFERSON ST.,
CHICAGO.

The papers of the Chicago Newspaper Union lists include 1,500 local weeklies with over 1,000,000 circulation. They are the most thoroughly read papers in the country and circulate among the people who do five-sixths of the buying. An advertisement is inserted in the whole list as easily as in any single paper.

PIANO ADVERTISING.

MR. J. R. HARTPENCE, OF THE EMERSON PIANO'S LOCAL BRANCH, TALKS INTERESTINGLY OF THE EMERSON'S ADVERTISING.

The home of the Emerson Piano Company is at Boston, but the New York branch at 92 Fifth Avenue, under the management of Mr. J. R. Hartpence, is such a lively representative, and that gentleman, who by the way is said to be the youngest man in such a responsible piano position in New York City, has such decided views on the subject of advertising, that the following interview will prove of much interest:

"The talk on this subject," said Mr. Hartpence, "ought properly to come from Mr. P. H. Powers, of the headquarters of our concern, for I do not control more than about one-sixth of our whole appropriation directly, though, of course, most of the extensive magazine advertising of the Emerson inures more to the benefit of the local end than to any other territory."

"What do the Emerson people appropriate for advertising purposes?"

"At least \$30,000 is set aside each year; \$20,000 of this amount is put out from headquarters, \$5,000 is expended in Chicago, and this branch disposes of the remainder. The Boston outlay covers the general field, and consequently Boston claims and gets credit for every bit of business which does not clearly belong to New York or Chicago. These two centers are supposed to cover only a radius of fifty miles."

"Then they might merely be classed as local retail dealers?"

"That is about it, save that they deal only in one single specialty."

"But to a layman the term 'retailer' seems somewhat incongruous in connection with an article that runs into so much money as a piano does."

"And yet the distinction is as clear as on clothing or shoes. A large piano factory like ours, which turns out 5,000 high-class instruments each year, does as distinctively a wholesale business as it commensurately would do in any other line. At the main office, although they would not turn down an order for a single piano, they deprecate such and would like to refer the sale to a branch. So, too, only the consumer—the individual who wants an instrument for family use—is referred

to the dealer. From the main place they send out travelers, and these, of course, deal only with the dealers—they couldn't waste time looking for consumers—if that classification be permissible. An order for as many as 50 pianos is not unusual. Yet remember one fact, in the large cities the dealers are usually exclusive—only handle, say, one kind—but elsewhere they handle many or all, usually making a special feature of three or four—one each of various grades. That is, say, a Waters piano for the cheap grade, a Mathushek for a medium and an Emerson for a high."

"What mediums do you favor?"

"As premised, Boston covers the general field and places the ads in the magazines, the musical trade journals and all the rest of the national media which we use. These embrace some of the musical journals and music trade journals, most of the fashion papers and one religious publication, which has done us much good, the *Christian Herald*."

"Do you key your ads?"

"We could easily do so, but have not felt the necessity. When we get an inquiry, in addition to sending the information, we personally interview the people. If the inquiry comes from outside our territory—and in this branch that is often the case—we refer the matter to the dealer who covers that territory, and he makes the personal plea."

"Does your advertising literature do you much good?"

"Not nearly so much as it used to. It is the personal work that counts. We keep catalogues and similar media now to supplement mainly. No agent would think of going out without a supply, but the results lie mainly with himself. We only send catalogues now when specifically asked for them."

"Do you use the cars?"

"We tried the street cars in Hoboken for one year, that's all. We traced but one sale to them."

"What agencies seem to be most effective in creating business for you?"

"The recommendations of others to whom we have sold, and as far as the local branch is concerned, simply our being here on the spot. You'd scarcely believe how many sales we've made to shoppers passing our show windows. Since the business depression of the past four years we have been untiring in following up possible chances, and

by our added energy have somewhat offset the poor trade we might otherwise have expected."

"How?"

"In spite of decreasing our advertising expenditures, we have increased our sales traceable to advertising; but the cause and explanation of this is due to the fact already stated of following up chances so energetically. Yet I don't believe in limited advertising. The \$5,000 accorded to us is very aggravating. I can spend it as I please—all in a lump sum in one medium for one time or stretch it out thin over the twelve months, dividing it between newspaper space and agents at \$4 a day—and I know the amount is thoroughly inadequate. It doesn't pay to go in half-heartedly. I feel now that with that figure I haven't been able to do anything thoroughly. I believe I would, on the whole, have had more benefit if I'd changed the sum into \$1 bills, and placed a man at the corner to distribute them to passers-by in the name of Emerson."

"What would be your policy if you could follow it?"

"I would be satisfied that I could force justifiable results if I were allowed to expend about \$25,000 a year, provided headquarters kept on as it does. Half the amount should go to the daily papers and the other half to paid agents. These would supplement each other with, I believe, splendid success."

"Do you advertise in the papers?"

"Last December I spent \$1,000 that way. We got a number of applications for prices, and naturally presumed they came from the ads, but on interviewing the senders, only one admitted that his was prompted by the advertisement. The rest were all irrelevant to that expenditure. However, if times had been good, I am morally sure we would have had better results. I think that this money would have been better laid out on good hustling agents. This may sound contradictory, but the deduction is clear to my mind. Such a limited amount was lost in the papers unless it had been preceded and followed consistently. It would have done better to hire hustling agents, although even there it wouldn't have gone far."

"What is your proportion of sales to applications?"

"It varies. In good times I should say one sale ought certainly to be

corralled out of every two applications. In bad times it would be hard to make a just estimate."

"Speaking of catalogues, you say they've fallen into desuetude?"

"They're not called for often. Even in good times we sold more pianos, I think, than we sent out catalogues."

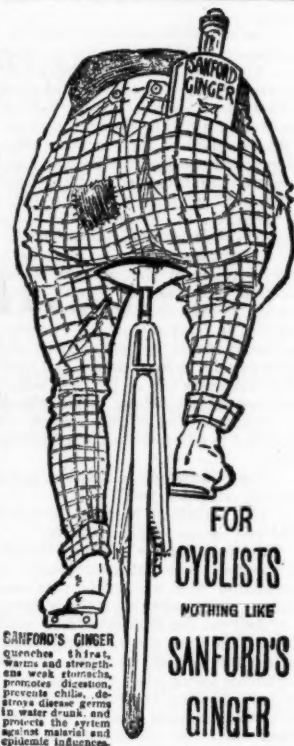
W. J. BLACK.

IT WAS ACCEPTED.

"The last thing I sent to this paper," said Melancholis, "was accepted immediately."

"What!" exclaimed Scribe, in astonishment. "What was it?"

"A check for an annual subscription."—*Boston Traveller.*



SANFORD'S GINGER
quenches thirst,
warms and strength-
ens weak stomachs,
promotes digestion,
prevents chills, de-
stroys disease germs
in water drunk, and
protects the system
against malarial and
epidemic influences.

AVOID substitutes. Ask for **SANFORD'S GINGER**, and look for "Owl" trade-mark on the wrapper. Sold everywhere. **PORTER DRUG & CHEM. CO.**, Sole Props., Boston.

A STRIKING ILLUSTRATION.

To reach the people of a city an advertiser likes to use the paper of the best character, that goes into the best homes and is read by the best people.

Many advertisers, however, believe that, all things considered, the best paper is the one that sells the most copies.

When the paper taken by the best people is also the one with the largest sale, that is always the one paper that an advertiser must use.

Such a paper is the Milwaukee Evening Wisconsin

The proved circulation of the EVENING WISCONSIN is larger than that of any other daily paper published in the State of Wisconsin.

PRINTERS' INK not very long ago named nine papers, and said of them: "They are evening papers of high character and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted. The small list constitutes a very choice group. If there is any other evening paper anywhere that has a better right to be named than one of these, PRINTERS' INK would be glad to be furnished with its name."

And the EVENING WISCONSIN was accorded a place as one of the nine.

MAIL-ORDER TRADE.

POINTERS AS TO HOW IT MAY BE ACQUIRED AND KEPT.

If a merchant is doing a strictly cash business it is not necessary for him to change his methods in order to do a mail-order trade. The same inducements that bring trade to his store should be sufficient to bring trade by mail if his out-of-town customers are convinced that they are reaping the benefits secured by a more secure and economical method of doing business.

Trade by mail should be done on the same basis as that which prevails in the store—one price and equal terms to all.

In order to obtain the best results in the mail-order department good, active work must be done at all times, and special efforts should be made whenever they are felt to be necessary or expedient. This will, of course, depend largely upon circumstances, the class of work to be done, and the people it is desired to reach.

What is good in one section of the country will often be useless in another.

Metropolitan cities may be fashion centers, but they are not the only fashionable places. The people in many of the smaller towns are just as eager for fashion's latest creations. To make an impression on this class of trade early work is imperative, and style must be the strong argument. In other places a month or six weeks later will be the time for your best efforts, and a reduction from first price will count more in getting orders than the fact that your goods are the "hottest" stuff of the season.

Remember that business is business all the world over, and methods that win in the store will not fall short of the mark in the mail-order department. Big oaks from little acorns grow. The best and surest mail-order business is one that is worked up from small beginnings by aggressive, persistent hard work in the right direction, and remember that in this, as in everything else, "sticking everlastingly to it brings success," also that "sticking to it" is one of the hardest things in life.

A reliable mail-order business in full running order can not be bought or obtained by any royal method; it must be won by good, hard work. The best way to get names is to get customers by sending printers' ink right after them, right into their homes, by advertising in local papers of good circu-

lation, in magazines, and in various society publications. It is a very easy matter to find out where these papers are strongest, and to select those that are most likely to be of use to you.

Publishers and advertisers are alike both anxious to get the best possible results from their advertisements. Insert a test advertisement occasionally, in order to find out just how much good results from it. Offer a special discount on certain goods to be had only by sending an order for them by mail, accompanied by the advertisement clipped from the paper, and the name and date of the paper it was taken from. This will bring in a new list of names, as such advertisements are usually noticed editorially, which gives them special interest to regular subscribers.

Lists of names can readily be bought at agencies established for that purpose, but, of course, they are somebody else's customers, and much labor would be required to win them to you, often more than is required to build up a reliable trade of your own.

It is one thing to get, another to keep. When you have induced a customer to send an order keep the account alive by remaining in communication. Mail copies of whatever trade publications you issue. Send samples of whatever special lines you have to offer, also circulars of special sales, etc. Do with your mail-order business as your jobber does with you.

Merchants sometimes offer premiums for lists of names through their advertisements in local papers. Premiums usually "catch the eye" of a certain class of readers of such papers, and big lists are immediately forwarded. They are usually productive of great expectations, trouble, labor and expense, and that's about all, for the merchant. If the premiums fall much short of "the whole earth" the enterprising name gatherers dub that merchant a fraud, and "lay for him" on all occasions.

A merchant's home trade can have purchases delivered free of charge by the regular delivery. Should customers by mail receive the same privilege? Is it best to pay express charges? This must depend upon circumstances, and in this connection cities and not individual merchants must be considered as competitors.

It is just as easy for an individual to send an order to New York, Chicago

or any other large city in the Union as to your store. If it is necessary to prepay charges the offer to do so should be spontaneous. Don't wait for the customer to make the request. State your terms in every advertisement and circular. Where it is not considered necessary such a privilege can be extended to customers for a stated time only as an inducement to send in orders. In all cases a limit should be made, or orders may come in on which the charges will more than wipe out profits, and make the mail-order business a losing institution. For this reason it is not advisable to prepay postage on orders too small to be sent by express.

Don't lose track of your customers when they are away rusticated or allow them to forget that you are still doing business at the old stand. Perhaps it has occurred to you when your store has been nicely filled with vacation visitors from other sections that your own customers were visiting and purchasing from stores in other localities. You are offering tempting bargains to your out-of-town callers; you know that other merchants are teaching your own customers in the same way. Perhaps they find things much cheaper than when they bought early in the season at your store. Of course they are not aware that your prices have been greatly modified since then.

The wide-awake merchant in the far-away town has had circulars printed explaining the working of his mail-order department. These circulars find their way into the parcels your customers have bought, and many of them conclude that it would be to their interest to try this method of doing business when they return home, especially as the first visit proved so satisfactory. Now, it would not be a hard matter for the young lady in your mail-order department to keep track of many of your customers on their vacation tours by means of the society columns of the daily papers. Then, when you have any special bargains that you think would be of interest to them, mail a few samples or a descriptive circular, and so let them know that they are not forgotten, and that you are also offering choice goods at low figures.—*Dry Goods Economist*.

ADVERTISING ILLUSTRATIONS.

The best advertising illustration is one that shows the article in use or shows how it is or can be used.

COUNTRY STORE ADVERTISING.

Country store advertising is improving, and as it improves it grows more and more interesting and all the better for the interest it excites. It was formerly of little consequence, because country storekeepers took little interest in this department of their own business. The advertising was unpopular, was neglected, and regarded as a bore because it was considered an expense rather than a source of profit. Shrewd men have taken the advertising expense account from the blacklist it formerly occupied, and put it in the light so that we can plainly see just what its value is and its probable and profitable returns. Money is now spent, not grudgingly as formerly, but freely and voluntarily, and in some instances, lavishly. That none may be thrown away, the quality of country store advertising should be carefully considered and every help toward goodness adopted. We quote the following suggestion from an exchange, as possibly a useful one:

"A good plan for busy dealers to put into operation, and one that has been tried with success, is to put every clerk in the house upon his mettle and award some prize to the one who gets up the best arranged or most attractive advertisement. The moment they feel a spirit of good-natured rivalry they begin to devote their spare moments to the question, and oftentimes they think out a policy that is not only a surprise to themselves, but to their employers. It also serves as a drill in one of the first essentials to a good merchant. This applies as well to circular announcements as to newspaper ads."

The average country clerk has no conception of any special talent or adaptability he may possess that might be usefully applied to business affairs. He regards the "Old Man" as an oracle; wonders how he happens to know so much, and where he learned it, but doesn't dream of setting out to likewise learn, nor even of probing for any latent talent he may himself possess. He needs spurring, and it will be to his employer's advantage to use the spur. We speak by the card in this matter; we were a country clerk ourself once upon a time, and retrospect holds up to us to-day more than a trifle of time wasted for want of a spurring.—*Dry Goods Chronicle*.

WINDOW DRESSING.

That merchants are more and more recognizing the commercial as well as artistic advantages of beautifully arranged windows, is evident to the most indifferent observer.

The most difficult window to dress, because the most tedious, is a notion window, and yet it is one that brings in, perhaps out of all departments, the most practical return to the firm for the time and thought put into it. Next to notions come silks. The shades and luster of silks are full of beautiful possibilities for the window dresser, but the silks are the most expensive goods in the house, and must not be pinned, must not be crushed, rumpled, or allowed to have the slightest bit of bloom taken off of them. Wash fabrics are not easily managed; the ginghams and cotton stuffs are stiff and unyielding, and refuse to lend themselves to design at the hands of the decorator that can easily be exhibited in softer goods. There are twenty different styles of plaiting and over-lapping and draping silk or wool. These styles can be regularly taught to a boy or a girl anxious to learn, though some people's fingers are so clumsy that they might take lessons for years and be but bunglers in the end. The successful window dresser must have a knowledge of color and proportion and the price and value of the goods he deals with, but he must know something about history and mythology likewise, and be quick to get up new designs for Decoration Day, for St. Valentine's, for the fall school opening time, for the Fourth of July, Washington's and Lincoln's birthdays, Easter, Christmas, any and all public and religious festivals and celebrations that touch the whole people. Whether the occasion be of national or only commercial importance, the judicious use of wax figures is a great factor. Wax figures give a realism and life to the window that can not be dispensed with, but they must be good figures and must be disposed in an artistic way. A man can have his windows arranged so as to show off the cheapness of his goods pure and simple, and again he can give the better-priced goods such a prominent place and arrange them so dexterously as to concentrate the shoppers' attention on the value of the better grade in contrast with the cheaper.

"What is the most difficult kind of

window to dress?" was asked of the window decorator in a Sixth avenue store in New York City.

"The kind of window that is designed particularly for a show window," he replied; "the window that has rounded and paneled corners, and that the carpenter thought was a wonder in its way. Those rounded glass corners reflect all sorts of queer lights, and it is next to impossible to make goods show off in them or even look as good as ordinary. The interference of outside objects is another stumbling block to the window dresser. I mean lamp posts and street-stands and signs reflected in the front glass. Awnings are another trouble—often a greater nuisance than anything the decorator has to contend with.

"The ideal window for display, one that will soon be introduced, does away with a background altogether. The base of the window is seven feet wide and the goods are arranged on it in the best possible light, but there is drapery at the back, parted like an ordinary home window curtain, and through the parted curtains a glimpse is obtained of the counters within, with people buying and busy salesmen and women moving about. The use of mirrors in window dressing is apt to create confusion, and unless placed judiciously they do more harm than good, except in cases where it is necessary to amplify space.

"There is much economy to be considered in window dressing. When window decoration was first becoming popular in America it was understood as a matter of course that the display must cost the enterprising firm considerable money. A certain Boston house once had thousands of dollars' worth of silk cut up to make the flutings and pipings of an imitation grand organ. It is doubtful if they suspected that the decorator would be so lavish, but such a blunder could never occur now. The best goods in the house, even the most delicate and costly, are used in window displays, but they are handled with the greatest care. Even a window of the striking mechanical kind, with figures popping up out of an Easter egg, or a procession of swans in motion, bridled with ribbons and in full feather, can be gotten up at a cost of \$50 or \$60."—*Dep't Store Journal*.

THE phrenologist's ad should appeal to a reader's brain.

"THOU SHALT NOT LIE!"

What a sad commentary it is upon the veracity and perspicacity of the merchants of Illinois that the last legislature, which a consensus of public opinion classifies as the most perfidious body which has ever disgraced the fair fame of that State, should have deemed it necessary to provide "an act to regulate and prohibit sensational or false advertisements in newspapers or otherwise and to provide penalties for the violation thereof."

Although the Illinois statute may be classed in that great division of law known as fool legislation, it serves to point out that not every merchant has as yet accepted the fact that honesty is the best policy.

To one who watches the course of trade as it flows from one dealer to another it seems almost incredible that any considerable proportion of merchants should fail to appreciate the value of truth in their business literature. I have known dozens of cases where splendid special sales were fattered by absolute prevarication, but I have never known an instance in which the lie did not come home to roost; in which the untruth did not result in more lasting injury than immediate profit.

I know of two shoe men who are doing business in a provincial city. One has a considerable advantage in location but marvels that purchasers go blocks out of their way to reach the other's store. One man's ad reads "\$3 Oxfords \$1.20." The other says "Good Oxfords \$1.50." The women of the city tested both. The first season one found many gullibles. To-day the other has the business of the town. Truth is mighty and does prevail.

I have never known of a permanently successful business built upon any foundation other than that of integrity. I know of several fine opportunities which have been ruined by misrepresentation. I also know of dozens of business men who would not permit a clerk to practice deceit who are trying every day to lure purchasers to their counters by woeeful exaggerations.

One of Chicago's great department stores lost many thousands of dollars through an ineffectual attempt to hoodwink the public. At first the attempt succeeded, then turned to utter failure. Now the institution, with a lesson learned, is slowly re-establishing itself in the confidence of those whom it deceived, while an advertising manager and several buyers are "at liberty."

It is a matter of regrettable surprise that, with so many examples of the inexpedience of misstatement beneath every advertiser's nose, the tendency to exaggeration is not counteracted either by the morality or the prudence which nature made a part of every man. The Illinois law provides for a fine of \$25 for every offense against the clause which prohibits the publication of advertisements of goods or merchandise whereby the same are falsely represented to be of a greater worth or value than the price at which the articles are offered for sale. There ought to be a stronger incentive than this to restrain those who are prone to disregard the truth. The department store which advertises two-dollar shirt waists, or even fifty-cent shirt waists, for twenty-five cents, would better save the price of the space unless the garments are actually of the quality stated. Such bargain offerings, and they are very common, may sell twenty-five cent waists for a quarter of a dollar for a time, but a business of this character will prove a mighty difficult thing to maintain.

No man can construct an ever flowing patronage for his wares by the bare but oft re-

peated statement that he is selling goods at less than they are worth. Such ads are unproductive because the public is fast gaining a knowledge of values and of business methods. Every sensible person knows that no one can perpetually sell at less than cost.

HUGH B. HOWARD.

MR. VAN BIBBER'S VIEWS.

I think that the man who advertises the best new thing in the world has to advertise it to a perfectly indifferent and careless public, and he has to keep addressing it persistently enough to finally secure some attention. The public is busy at its own occupations and amusements and it takes persistence to convince it that it has a new want. It has too many old wants that are unsatisfied to have its attention easily turned to new ones. Still, it has been done. I do not think that one or two insertions in a publication is advertising at all, and it does not become advertising until the readers of the publication are forced by mere iteration to give the matter some attention. After that the attention must be held or the impression will disappear. If the article is good, the price right, and the business properly conducted, then success depends on enough money being persistently employed to reach the point of real publicity, for unless that point is passed the thing must fail. If all other points are attended to, then it is not the fault of the publication but the fault of the advertiser if full publicity is not attained. I have a friend in this city—an old schoolmate—who had only \$12,000. For ten months he spent \$1,000 a month in advertising without profit. He made up his mind to "let the tail go with the hide," and stuck to it with his last \$2,000, and on that \$2,000 his profits began and he is now one of our solid citizens. What would have become of him if he had lacked that last \$2,000 does not matter now. Very many advertisers dig a cellar and proceed no farther with their building.—*Andrew Van Bibber, Cincinnati.*

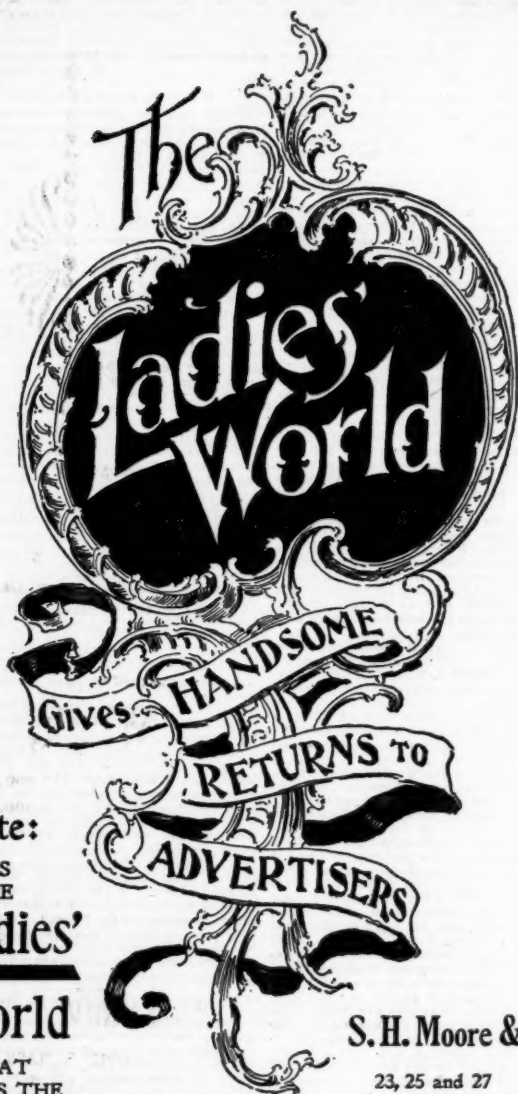
THE NORTHERN PACIFIC'S CAR.

A correspondent of the Little Schoolmaster writes from Ithaca, New York:

The Northern Pacific Railway Company have their "World's Fair Product Car" here, attracting many visitors, all being furnished with data setting forth the advantages of Minnesota, North Dakota, Montana, Idaho and Washington. The car itself is very handsomely finished on the interior with inlaid wood from the various States, while stuffed animals, canned fruits, grain, minerals and photographs of the region make the exhibit interesting. In conversation with Mr. D. M. Stewart, traveling emigration agent of the company, who is in charge of the car, it was learned that such a mode of advertising was but one of several others employed by the N. P. R. Co. to boom over 3,000,000 acres of land owned by it, but that the newspapers were its main standby—the East being about to feel the effects of a large campaign in this connection.

THE NEW ADVERTISER'S IDEA.

The mistake the new advertiser most frequently makes is to believe that he is wasting space when he does not fill it up full to the limit that it allows. Such a procedure gives the announcement a crowded appearance which repels favorable attention, and often makes an otherwise excellent advertisement unproductive simply because people will not read it.



Note:

IT'S
THE
Ladies'
World

THAT
HAS THE
BIG CIRCULATION

S. H. Moore & Co.

23, 25 and 27
City Hall Place,

New York.

AMERICAN AGRICULTURIST

NEW YORK.

ORANGE & JUDD FARMER

(WESTERN EDITION.)
CHICAGO, ILLINOIS.

THE NEW ENGLAND HOMESTEAD

(EASTERN EDITION.)
SPRINGFIELD, MASS.

This Great Weekly

Covers the entire country and with its advertisers are able to reach any particular section they desire.

The Sworn Circulation is

165,000 Each Week,

DIVIDED AS FOLLOWS:

American Agriculturist,	72,000.
Orange Judd Farmer,	57,000.
New England Homestead,	36,000.

Rates are no higher than you would expect to pay for a medium like this and results are reasonably sure. Your interests are unprotected if you are not using one or more editions of this combination.

Orange Judd Company,

NEW YORK,	CHICAGO,	SPRINGFIELD, MASS.,
52 Lafayette Place.	Marquette Building.	27 Worthington Street.

New York
Uptown Office

of the

Brooklyn Daily
Eagle

952 Broadway

near
Twenty-third
Street

The September issue of the American Newspaper Directory (1897) is now in the hands of subscribers. Price FIVE DOLLARS.

The only publishers of a newspaper directory who now make any persistent and searching effort to give accurate circulation ratings, by a uniform and exacting test, are George P. Rowell & Co. And I recently read in a periodical printed in the interest of newspapers and advertisers a severe diatribe against these publishers "for a system of circulation-spying into the private affairs of newspapers which would not be tolerated against merchants," omitting the very significant difference, that if merchants were engaged in selling an article to the public and withholding a part of the promised measure, a common practice among newspapers, in relation to circulation, such merchants would soon find themselves behind the bars and the newspapers pursuing them like a Nemesis for obtaining money under false pretenses. If the publication of a directory by our association (The American Newspaper Publishers' Association) afforded promise of reform of this abuse, at once the most obstructive of all combined hindrances to the growth of advertising, a loud amen would be heard for the new plan, but, unfortunately, not even a majority of our own membership have as yet subscribed to the inevitable reform.

January, 1896.

W. J. RICHARDS, Mgr. Indianapolis News.

There are about 5,000 papers in America that print more than a thousand copies each issue. Of these about 2,000 wish and are glad to have their circulations known, and about 3,000 wish to make people think they are willing, but are not so in fact. The publishers of the second class being in the majority, are likely to dominate newspaper conventions, but those of the 2,000 are pretty unanimous in their statement that the *Chicago News* correctly voiced their sentiments when it said:

"Messrs. Geo. P. Rowell & Co.'s American Newspaper Directory has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead.

"The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s American Newspaper Directory is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country."

GEO. P. ROWELL & CO., PUBLISHERS,

No. 10 Spruce Street, New York.

If You Want...

To reach the farming population of the United States, through a paper that **hits the mark** every time, try the **old and reliable**

FARM

A National semi-
Monthly, covering
the entire country.

AND

Circulation sworn
to and made a part
of each contract.

HOME

REMEMBER that over **55%** of the market baskets of the country ride in a farm wagon. They are the **biggest market baskets**. Can you afford to have your product left out of that basket?

EASTERN EDITION

Guaranteed Circulation

120,000 Copies.

WESTERN EDITION

Guaranteed Circulation

130,000 Copies.

FARM AND HOME is probably one of the best advertising mediums for the farmers' trade in the country.

Some say it is the best.

The Phelps Publishing Co.,

SPRINGFIELD, MASS.
27 Worthington Street.

CHICAGO, ILLINOIS.
204 Dearborn Street.



It pays

the advertiser
to use

The Louisville Dispatch

because through that medium he reaches
the homes and hearts of the Southern
people.

Now is the time

to strike, because short crops abroad and
good crops at home are reviving business
and restoring good times in the great South-
land.

Remember

THE DISPATCH guarantees the largest circu-
lation of any morning paper published in
Louisville.

Over **19,000** paid subscribers daily.

Write for new Rate Card to



BRENT ALTSHELER, Mgr. Adv. Dept.
Dispatch Publishing Co.,
LOUISVILLE, KY.

A DENTAL AD.

NEW YORK, Aug. 4, 1897.

Editor of PRINTERS' INK:

I inclose a dental announcement which



DOLLARS AND SENSE.

Any dental work that I do for you must invariably be of the highest and best order. My prices are—also invariably—reasonable and fair.

Perhaps you can find lower prices—but they will surely be for work worth very much less than the difference.

I know that you can more easily find higher prices—but you can not find better than best—no matter what you say.

My work has to be best—thoroughly satisfactory—absolutely pleasing—the guarantee that goes with it makes this imperative.

In all dental treatment, I use the "De-Sensitizer" to successfully relieve the pain that has made dental treatment a torture.

This helps to make my work attractive.

DR. HUGHES,

Dentist,

5th and Walnut. 'Phone, 133.

strikes me as being rather convincing.

Yours,

J. M.

ITS GREATEST FIELD.

CHICAGO, Aug. 17, 1897.

Editor of PRINTERS' INK:

PRINTERS' INK publishes much that is directly of benefit to the advertiser, but its greatest field of usefulness lies in educating readers to think for themselves and in directing that thought along proper channels.

C. S.

DOCUMENTARY EVIDENCE.

"Where was Magna Charta signed?" asked a teacher in a London board school.

"Please, sir, at the bottom."—*Tit-Bits*.

IN THE QUAKER CITY.

PHILADELPHIA, Aug. 19, 1897.

Editor of PRINTERS' INK:

During the L. A. U. meet advertisers vied with each other. A Lyndhurst tandem, bearing twenty lamps and two advertising flags, propelled by riders uniformed in red coats, on the back of which was advertised an athletic outfitting firm, traversed the streets. An immense tricycle ridden by eight men worked a rubber stamp that impressed on the asphalt "Ride Vim Tires" in letters a foot high. The *Record* distributed 10,000 handsome League buttons and 25,000 souvenir hangers. Printing firms donated wheelmen a "L. A. W. ticket holder"; the proprietors of the Dalsimer wheel, a puzzle; the Eclipse Cement Co., samples of their product; League Tires, their repair kit, and the usual lamp tallyho was employed by several manufacturers. It is rumored that John Wanamaker will give a bicycle to each of his employees for the sum of \$10 on the occasion of his birthday, which, among 3,000 people, means a small fortune in itself. "Don't be deceived by speculators in a firm's name" is a large sign displayed by a shoe store having a competitor using a similar caption. A drug store issues cash register checks for all purchases except patent medicines, one dollar's worth of which are good for two ice cream sodas. Punch cards redeemable in cabinet photos are employed by small dealers. The mayor advertises a reward of \$1,000 for information concerning a recent murder, and two newspapers each announce that a like sum will be given for evidence leading to a conviction if furnished to them exclusively. The National Cash Register agency always has an interesting window exhibit, presenting advertisements which work automatically, and which are both novel and attractive. Kinetoscope views are supplanting magic lantern advertising, which attract crowds of evening strollers, and an accident insurance company makes a good point with the view of the arrival and departure of a train with the passengers in action. "We do more than 'hump it'" originates from a Western hook and eye company, seeking notoriety from the famous DeLong phrase, "See that hump."

F. A. PARTENHEIMER.

EXPLAINED.

Offices of the

"L. A. W. BULLETIN AND GOOD ROADS."

Official Organ of the League of American Wheelmen.

STERLING ELLIOTT, Publisher.

12 Pearl Street.

BOSTON, August 18, 1897.

Editor of PRINTERS' INK:

I am just in receipt of a proof-slip containing mention of the *L. A. W. Bulletin*, which appears in the Little Schoolmaster. I appreciate the attention which you have given us, and for your information would state as follows: That our edition of 100,000, dated August 6, was printed as usual, with the exception of the insert containing portraits of officers. The only copies which were printed in purple and gold were about 7,000, which were used for distribution at the annual gathering in Philadelphia. Yours very respectfully,

STERLING ELLIOTT.

THE ERA OF BREVITY.

This is the era of the short story, the epitome, the summary, in advertising as in literature. Make your appeals straight from the shoulder.—*Lowell (Mass.) Citizen*.

IT IS GOOD.

Office of
THE B. ROCKWELL MERCHANDISE AND
GRAIN CO.

Established 1865.

JUNCTION CITY, Kan., July 30, 1897.

Editor of PRINTERS' INK:

Inclosed please find ad for your inspection and criticism. I have the Little Schoolmaster and enjoy it much. We have a town here of some 5,000, and think we have one of the

CALLS IT AN IMPROPER CAPTION.

St. Johns, Mich., Aug. 23, 1897.

Editor of PRINTERS' INK:

Country publishers almost universally use, now and then, brief articles intended to induce people who have goods to sell, to buy their advertising space. Great numbers of these little articles appear under their favorite caption: "Does Advertising Pay?"

That question should never have been asked—at least not in this century.

Did you ever hear the question: "Does Business Pay?" Of course business pays some people and does not pay others. Such always has been and always will be the case.

Of course advertising pays some people and does not pay others. The question is as ridiculous as the "Is Marriage a Failure?" question that had so much prominence in American literature a few years ago.

The frequent appearance of the question: "Does Advertising Pay?" regardless of what may follow it, suggests to the semi-educated, unobserving country merchant that it is a great unsettled question. Thus many a man has probably been decided to be conservative and let "the other fellow" spend his money to try the experiment.

The country editor who writes a little chapter on the subject should take the sunny side of the argument exclusively. He, for the most part, does not write for well experienced advertisers nor ardent students of advertising. He should say a good deal about the advertising, and the business methods, and the great success of Bill Smith. If John Jones failed in business the editor should not mention the failure (in connection with his advertising argument), whether Jones did any advertising or not. Nothing but the truth should be told, but, from the country newspaper man's standpoint, if a part of it will be more effective than all of it, then only that part should be told.

HOLLIS CORBIN.

IN CHICAGO.

CHICAGO, Aug. 19, 1897.

Editor of PRINTERS' INK:

"While it rains, etc." is a card displayed on rubber coats, in wet weather. The wrappers on Monarch chewing gum bear the ad of the Monarch bicycle. A big dog, with a "for sale" sign tied on him, was led through down-town streets. "Order a dozen photographs from us and we will give you three extra for a gift," is a picture-taker's offer. A cigar store has the inducement: "A box of wax tapers with every cigar purchase." A restaurant makes a card of its "vegetarian dinner." "Every lodger gets one bath free," is a cheap lodging-house's offer. An eating-place gives customers the choice of evening papers free. A barber throws in a "sea foam" with every "hair-cut."

"Free shine with every shave" is a barber's inducement. "We are pleasant people to do business with" is a firm's placard announcement. "Ice cream etc. a dish to children" is the way one shopkeeper discriminates. "Stop chewing the rag—try this fine cut" is a tobaccoist's injunction. "The best things going" is a sign in a window full of clocks. In a window displaying the different styles in neckwear is a noose made of hangman's rope. The first horseless wagons used for delivery purposes are employed by Charles A. Stevens & Bros., State street. Each motorcycle costs \$2,200.

C. E. SEVERN.

THE advertising of a baby carriage should be well pushed.

Shoe Facts

FOR Workingmen



An early CASH Purchase saves THE ADVANCE in SHOE STOCK, of THREE THOUSAND DOLLARS worth of such KINDS and QUALITIES, as OUR EXPERIENCE proves, are adapted to the WEAR and WANTS, of our WORKING FRIENDS, and their families is now open and on OUR SHELVES for your inspection.

The Saving

Made possible by this CASH PURCHASE, we give directly to OUR CUSTOMERS the amount of which will be quite an item to you on your Fall Purchase of Shoes.

Dollars

Saved here can be spent, with us in other lines of merchandise to just as good advantage as it is

In SHOES.

Yours Truly,

THE
B. ROCKWELL
MERCHANDISE
AND GRAIN CO.

best daily and weekly papers in our State. This is their work; what do you think of it for a country paper? Wishing you success, I am, yours very truly, E. J. BLADES.

WE DO NOT.

Office of SHONEMAN BROS.
PHILADELPHIA, August 20, 1897.

Editor of PRINTERS' INK:

Do you know of a book published on conducting mail order business. If so, will you kindly inform us by return mail. (Best, of course) Yours truly, SHONEMAN BROS., Ed. T. Paist, Adv. Manager.

PRICE.

The department store after all simply exemplifies the power of price—the price to buy, the price at which to sell. That is the sum total of its attractiveness and success. Price ever was and ever will be of potent influence on the public.—The Wheel.

MUST TELL THE TRUTH.

POTOMAC, Ill., Aug. 6, 1897.

Editor of PRINTERS' INK:

The act passed by the last Illinois Legislature in reference to misleading or false advertisements is now in force. The act provides that no person, firm, association or corporation doing business in the State of Illinois shall insert or cause to be inserted in any newspaper circulated in the State, or display or exhibit, or cause to be displayed or exhibited, any sign, placard or transparency, or shall distribute or cause to be distributed any hand-bill, circular or pamphlet whereby any goods, articles or merchandise shall be falsely represented or advertised as stocks damaged by fire, water or otherwise, or as bankrupt or insolvent stocks, or as sheriff's, constable's or receiver's or assignee's or other judicial sales; or as being sold at cost, or as closing out or sacrifice sales, or falsely represented to be of greater worth or value than the selling price. The penalties prescribed in this act are cumulative. The person, firm, association or corporation violating its provisions will be fined not less than \$25 nor more than \$50 for the first offense. For the second, the penalty is not less than \$50 nor more than \$100; the third, not less than \$100 nor more than \$500. And so on, doubling the amount for every subsequent violation. The person who persists in putting prices on paper that are not made good across the counter, or ascribing fictitious values to his wares or merchandise, will soon find that the penalties incurred will make business unprofitable. The enactment is a part of the agitation inaugurated by the Chicago Business Men's Association in its crusade against the big department stores of Chicago. That association, which is composed of upwards of 20,000 small retailers in Chicago and outlying suburbs, has taken measures to vigorously enforce the law.

J. M. CRAWTON.

FAVORS THE NEWSPAPER.

PHILADELPHIA, Pa., Aug. 23, 1897.

Editor of PRINTERS' INK:

There is little doubt that magazine advertising, from an artistic point of view, is highly satisfactory to those who buy such space; but for attaining the object for which it is intended (business and cash) nothing pays so well as the daily paper. There is no home in the country in which the newspaper does not enter, and the use of magazines simply duplicates newspaper circulation, to a very small percentage at that, consequently should be considered somewhat of a luxury at its best. "Alongside reading" is position cheerfully given advertisements by newspapers, and if the announcement is not read it is the advertiser's fault; while a magazine advertisement must possess salient features to attract any attention from the mass of like matter among which it is sandwiched—in fact, preferred position is charged at an exorbitant rate and is limited in most magazines to the cover pages.

FERD. PARTENHEIMER.

LIPTON.

Jubilee Lipton, who has made \$50,000,000 in the grocery business in twenty years, and who has just departed from our shores after a tour of the United States, attributes his success to printers' ink, employed in the advertising columns of the newspapers. It is his opinion that one might as well undertake to run a store in a tunnel as try to do business without appealing to the public through the press.—*Boston Herald*.

SOME NEW POSTERS.

One of the most grotesque of modern posters is the latest put out by the H-O Company, the odd figure of an old-time bellman or street crier shouting "Hello, Hello, have you heard of H-O?" The poster is in colors and is attractive enough to draw immediate attention, added to which the letterpress is so brief as to be easily remembered.

The new poster of the "Admiral" cigarette is both pleasing and attractive. It represents a comely maiden smoking a cigarette which she has evidently borrowed or stolen from an unseen naval officer, whose arm alone is visible encircling the girl's neck. The effect of this poster is very striking.

Another "H-O" poster shows a toothless old gentleman with a remarkably happy and healthy-looking face, smiling joyously over a steaming bowl of the celebrated brand of oatmeal. His eyes are twinkling with delight as he tastes the dainty dish, and he is supposed to say, sentimentally, "It's H-O—Enough said!" This old man has one of the best and most natural faces that have ever been used in an advertisement of any kind. His enthusiasm over his breakfast is almost contagious as one looks upon the kindly old features beaming with the anticipation of gastronomic enjoyment.

ALAN DALY.

VACATIONS.

Don't be a slave to business. Be its master. The days of slavery and martyrdom are happily past. A slave can hardly be expected to be a wide-awake individual, and a mercantile martyr is a miserable misfit. Good, healthy recreation makes a bright merchant brighter. Tie a man down to the four walls of his business abode, and he will speedily become as narrow and musty as his surroundings. The vacation season is now with us. Of course you allow your clerks a week, or perhaps two, without loss of salary. That is the usual method. It is such a universal custom that many clerks look upon it as their right, and do not consider it a concession on the part of their employer at all. When they return from their annual outing it takes them from one to two weeks to settle down to work again. This is all wrong. Such clerks should be made to understand that a vacation is supposed to make them better men and women than they were before—better salespeople and business people. It should improve their health, give them a needed rest, and make them on their return more willing and anxious to excel in whatever duties they are expected to perform.—*Dry Goods Economist*.

SUPREMACY VS. SUPREMACY.

The supremacy of the one cent daily newspaper where quantity of circulation is desired is now demonstrated in all the large cities of the United States, yet when quality of circulation—the most important factor in the advertising value of circulation—is desired, the advertiser must use the higher-priced papers. Few one-cent daily papers possess the influence and standing of the higher-priced papers, while few of the higher-priced papers reach such a broad and general circulation as the one-cent papers.—*Newspaper Maker*.

SMALL RESULTS SATISFY.

The power of advertising has been dwelt upon so strongly that the novice in the art is led to expect wonders from a three-line ad; but the experienced advertiser requires a very modest demonstration of a medium's pulling power to make him a steady space-user in that medium.—*Newspaperdom*.

NOTES.

"I TAKE pains to spare you pain" is the way a Chicago dentist puts it.

THE *National Advertiser* says "a printer is 'an outgrowth of the devil.'"

A DETROIT (Mich.) tailor advertises pants at 88 cents a leg, only two legs to each customer.

THE *Timberman*, of Chicago, celebrated its 11th anniversary by making its issue of August 21st consist of 198 large pages.

THE *Inland Printer*, of Chicago, publishes an attractive sheet of advertisements of itself—all set up in the distinctively excellent style of this publication.

THIS suggestive juxtaposition of items appears in the *Evening News*, of Asbury Park, N. J.:

Huckleberry pie is in our midst.
Take Hood's Pills for summer ills.

THE Harris Manufacturing Company are sending around a big, four-sided transparency on wheels, showing by portraits how McKinley, Cleveland and other great men would look if dressed in certain suits which they have in stock. It makes the passer-by pause, with at least momentary interest.

PAIST is, presumably, a brewer doing business in Milwaukee. He uses as an advertisement of his beer a portrait of Lincoln holding aloft the national flag. We wish Paist to understand that this is an offense so comprehensive that it can not fail to throw suspicion on his integrity as a maltster.—*N. Y. Sun*, August 25.

A RECENT census shows there are about 450 letterpress printing establishments in Berlin, employing some 5,000 compositors and machine hands, and in addition about as many supernumerary work-people of both sexes. There are 250 litho establishments, where 2,700 skilled hands are engaged, and nearly 8,000 others, helpers in various departments. The larger photo-engraving firms do not exceed 10 in number, and there are 11 typefounding establishments.—*British Printer*.

A RATHER too enterprising advertisement was that of a patent medicine man in England, who had painted on Nelson's old ship, the *Foudroyant*, in mammoth letters: "England expects every man to do his duty and take — Pills." As the painter did this without negotiating with the owner of the vessel, and without his employer's consent to disregard the owner, the latter brought a suit for one thousand pounds and got fifty pounds, the artist also being mulcted the sum of forty shillings.

MR. LEWIS C. STRAUS, for ten years with the home office of the San Francisco *Examiner*, will, on September 1st, take charge of their Eastern advertising, under the direction of Mr. E. Katz, now their Eastern manager. Mr. Katz is so much occupied with the business of the New York *Journal* that it is an utter impossibility for him to give his entire time and attention to the *Examiner*. He has therefore suggested to Mr. Hearst that Mr. L. C. Straus take charge of the advertising under his direction. Mr. L. C. Straus is a very clever gentleman and will no doubt look after the interests of the *Examiner* and its clients to the entire satisfaction of both.

THE advertising of magnets should be attractive enough to draw.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WE want more good selling novelties. LUTZERNE ADV. CO., Hackett, Pa.

YOUNG newspaper man of ability and character is at liberty. "L. K." Printers' Ink.

PERFECT half-tone cuts, 1 col. \$1; larger, 16c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. One col. \$1; 2 cols. \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. W. L. JOHNSTON, 10 Spruce St., N. Y.

DO you wish to convert your accounts into cash? We have the plan. Write us, stating the amount. If arrangements are satisfactory you pay for our services after the money is collected. "BUSINESS," care Printers' Ink.

WANTED—Advertisers to know that the *News, Sunday and Weekly*, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

PUBLISHERS of newspapers who wish to own a handsomely bound set of the complete works of Charles Dickens can get them on the subject by addressing EDWIN F. GRAY, publisher of *American Literary Visitor*, Rahway, N. J.

\$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

TELEGRAPH or city editor, reporter, traveling correspondent (preferred) or advertising manager (manufacturing or retail establishment) wants position. Splendid references. Fourteen years' experience. Will go anywhere. TOM WINDER, 225 Irvine Place, Elmira, N. Y.

OUR AD IN PRINTERS' INK, July 31st, brought us over a dozen first-class general agents. Some of them are making over \$2,000 per month. We want a number more at once for territory not yet covered. Remember, first-class references and a bond are required. We have a bonanza for hustlers. Address now, with references, CREAM PUB. CO., Belfast, Me.

HAVE been successful building up 6 dying papers in city and town; took dying paper and killed two latest competitors; open to engagement in editorial, business or circulation dept., on large city daily needing to be pushed, or "whole thing" in city \$5,000; sal-ender no discouragement; salary according to success. Address "E. F. G.," care Printers' Ink.

PUBLISHERS

If you are looking for more advertising contracts, why not permanently improve the appearance of your publication? An artistic and striking heading would so improve its appearance as to tend to convince advertisers that it is one of the best and most progressive of its class and locality. Handsome sketch submitted on approval. W. MOSELEY, 75 Hill St., Elgin, Ill.

THE \$10 typewriter: If you want to use a typewriter twelve hours a day and write from sixty to one hundred and fifty words a minute, you want the highest priced typewriter you can find; but if you want to do a little typewriting now and then, as, for instance, the copy of the article you have written for the magazine or possibly next week's sermon, then the new American \$10 Typewriter will answer your purpose very well. Many thousand sold by the manufacturer. Money refunded if, after a week's use, not found satisfactory. If you want to buy one address WILLIAM HAGAN, Baptist Ministerial Agency, 185 Fifth Ave., New York.

BOOKS.

"TRICKS OF TRADE," legitimate, rare book, 10c. SNYDER BROS., Sta. Y, Chicago.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

SPECIAL AGENTS.

PAPERS that patronize H. D. LACOSTE, Special Newspaper Representative, 38 Park Row, New York, secure first-class service and satisfactory results.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

STEREOTYPES.

STEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$25. Book, \$1. Circulars for stamp. H. KAHR, 240 E. 33d St., New York.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 30x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

PRINTERS FOR ADVERTISERS.

THE ADVERTISERS' PRESS, 925 Chestnut St., Philadelphia, makes a specialty of printing high-class booklets, catalogues and folders for advertisers. We write, design, engrave, print, bind and publish. One bill—no worry—are our claims upon the attention of advertisers. Let us give you further details.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection of advertising cuts in U. S. Catalogue, 10c. THE SPATULA, Boston.

A CUT is the life of an ad. We make the best. Get our bed-rock prices before you order. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

TYPE may tell, but pictures show the merits of your article. Let us make your cuts. Best printing quality guaranteed. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISING NOVELTIES.

COMBINATION desk clock, daily memo, cal'd, pin tray and penholder. A handsome and useful adv. novelty or holiday gift. BAIRD CLOCK CO., 140 Clinton St., Chicago.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

A GREAT attraction. Where used for advertising purposes we will furnish our patent bubble blowers at actual cost of making. Sample free. BALLOON BUBBLE CO., Rochester, N. Y.

FOR SALE.

HALF interest in established m'ty to party assuming business charge. "S," Printers' Ink.

EIGHT-PAGE weekly, with job printing and binding, in N. Y. town of 10,000. Est. 10 yrs. County patronage. "PY," care Printers' Ink.

\$400 CASH buys a well equipped job printing office, nearly n w; cost \$300. Failing health sole reason for selling. HAROLD CHANDLER, West Sumner, Maine.

FOR SALE—At \$300 one share of stock of the Geo. P. Rowell Advertising Co., par value \$100. Address E. F. DRAPER ADVERTISING AGENCY, Temple Court, New York City.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,000.

LA COSTE'S List. Good papers in active cities. Rates low. 35 Park Row, New York.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION, of Albany, N. Y., is a wide-awake newspaper, printing all the news promptly and accurately. Its circulation exceeds that of all the other Albany dailies combined. JOHN H. FARRELL, editor and proprietor.

ADVERTISEMENT CONSTRUCTORS.

DIXEY.

CHAS. F. JONES.

"ASK LEWIS ABOUT IT"

CHAS. F. JONES, 101 World Bldg., N. Y.

CLARENCE F. CHATFIELD, 179 Front St., Oswego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

For the benefit of
vertisers of America, P
that in its pages may
nouncements of the
every State, every imp
every great city. PRINTE
pains to keep its adve
and to keep out paper
An examination of the
of PRINTERS' INK, for a
years, will show that th
advertised there and th
not.—*Printers' Ink*, July 21st, 189

of its readers, the ad-
a, PRINTERS' INK desires
may be found the an-
the leading papers of
important section and
PRINTERS' INK takes special
advertising pages select
papers of small account.
f the advertising pages
for a year or for five
at the great papers are
and the small papers are
1st, 1897.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, SEPTEMBER 1, 1897.

THE New York *Sun* announces that the circulation of the *Sun* in New York is double that of the New York *Herald* and greater than the combined circulation of the *Herald*, *Times* and *Tribune*.

A BLIND head-line is understood only by the reader of an advertisement, while the descriptive head-line is understood and does a certain amount of good among people who do not read the advertisement.

THE best kind of an illustration for advertising shows just one thing, and shows it plainly and unmistakably. The trouble with most ad illustrations is that they half show a lot of things and wholly show nothing.

THE men to achieve most in advertising have been those who, acknowledging their ignorance, have always been ready to learn. The tyro who knows everything, and expresses his opinion on all occasions without any hesitation, never makes a successful advertiser, except perhaps by accident.

ONE of the staff of the Little Schoolmaster, who passed his vacation in the Catskill Mountains, writes that he was pleased to see that the otherwise ubiquitous advertiser had not yet marred their beauty by attempting to use them as an advertising medium. His satisfaction was somewhat dampened, however, he writes, when he observed on his return journey down the Hudson that the Storm King Mountain, near Cornwall, contained ads of Hood and Carter's Little Liver Pills.

ADVERTISING is often the advance agent of prosperity.

THE problems that face a local advertiser are far more readily mastered than those with which the general advertiser has to contend. The local man need know thoroughly only his own territory, and as he usually has been a resident for a long time of his locality, this knowledge is obtained with comparative ease. The general advertiser, however, appeals to communities as diverse as possible from one another; hence it requires a combination of skill and ingenuity in order to make his appeal effective in regions that are practically foreign to one another in taste, sentiment and feeling. It needs a broad, open mind; and the greater the personal knowledge of the general advertiser of the peculiarities of each section of the country, the larger will be the measure of his success. Unless one knows thoroughly the people appealed to, how can one expect the appeal to be effective?

PUBLISHERS OF PREMIUM NOVELS.

Office of
"EAST END JOURNAL,"
6316 Station Street, East End.
PITTSBURG, Pa., Aug. 20, 1897.

Editor of PRINTERS' INK:

Do you know who gets up the cheap editions of popular novels used so much by publishers as premiums? They must sell for about five cents each wholesale. Have been trying to get address of the firm, but in vain. Please answer in next issue of P. I.

Thanking you in advance, we are

Very truly yours, WM. MAYER & BRO.

George Munro's Sons, 17 to 27 Vandewater street, New York, publish four classes of premium novels, costing eight cents, six cents, five cents and four cents respectively. Their list embraces more than 2,100 works of standard fiction, and they practically carry a stock of the entire number. The Optimus Publishing Co., of 45 Rose street, New York, also publishes a list of novels for premium purposes. Its books are of three prices—three, five and ten cents respectively. On orders of not less than 1,000 of a single title the company will print ads of the buyer on the covers, and also on every inside page of the book. The Little Schoolmaster was shown one of the books so prepared, and thought it looked detestable—but there was no getting away from the ads.

ADVERTISING SHOES BY MAIL.

By H. B. Howard.

"From maker to wearer" is a time-tried catch-line in the advertising of

it has remained for L. C. Bliss & Co., of Boston, to demonstrate that a successful shoe trade can be built with postage stamps and printers' ink.



THE REGAL.

English Russet.

❁

Our famous English Custom Last has proven its popularity by the enormous demand for our "English Toe" which daily increases. Prospective buyers and customers will be pleased to know that we are now making Russia Calf Shoes this season on this famous English last.

❁

This photographic reproduction shows our English Russet, made from Bernard & Friedman's best Russia Calf, with three rows of stitching (no more ripping), fast colored hooks and eyelets. In two shades, medium and dark.

❁

STORES.—Boston, 109 Summer St. Providence, 220 Westminster St. New York, 115 and 117 Nassau St., 201 Broadway, 1347 Broadway. Brooklyn, 337 Fulton St. Philadelphia, 731 Chestnut St. Baltimore, 219 E. Baltimore St. Washington, 1003 Pennsylvania Ave. Pittsburg, 209 Fifth Ave. Chicago, 103 Dearborn St., 106 La Salle St., 237 State St. Detroit, 4 Monroe St. Cleveland, 195 Superior St. Denver, 413 16th St.

❁

Mail Order Dep't,
109 Summer Street,
Boston.
L. C. Bliss & Co.
Factory, Whitman, Mass.

\$3.⁵⁰
a pair.

Delivered to any address in U. S. for \$3.75.

Catalogue No.

AN AD FROM "M'CLURE'S MAGAZINE."

manufacturers who sell shoes directly to the consumer, but "from maker to wearer by mail" is an innovation in the marketing of foot coverings, and

"To the best of our knowledge and belief," said Mr. E. J. Bliss the other day, "we are doing a greater volume of business than any other manufactur-

er of shoes who sells his entire product directly to the consumer, and yet the Regal Shoe made its first appearance in the public prints in May, 1895.

"Undoubtedly, advertising has contributed largely to our success," continued Mr. Bliss. "Since we issued our first catalogue, during the World's Fair year, we have been obliged to enlarge our Brockton, Mass., factory three times. Last January we moved into our new four-story building at Whitman, where we now have facilities which will permit of the rapid growth of trade for some time to come. Indeed, so large is our Whitman factory that each separate shoe in passing through the various departments, from the cutting room to the shipping clerk, makes a journey of more than half a mile.

"Our business has doubled each year since we began to share our prosperity with the printer. In 1894 our sales were twice those of 1893, and our business for 1896 was eight times that of the year in which we took our first steps toward publicity. Last year the leather which we made into shoes would cover an area greater than six million square feet.

"It was not until two years ago that we became general advertisers and began the use of space in the magazines, big weeklies and the dailies in the cities in which we have established branch stores, but after twenty-four months' experience in this work we are more than pleased with the results.

"We have fifteen stores scattered about the principal cities from the Atlantic to the Rocky Mountains, and they not only do a prosperous retail business, but are of great assistance to our big mail order department. Any man who has once been fitted at one of our stores can order by mail of our Boston office with every certainty of satisfaction.

"No, the magazines are by no means the only medium we use to build up our mail order trade. We keep a file of all correspondence, which makes it perfectly easy for us to fit a man by mail, even if he has forgotten his size between the time of his first order and his second. Then we send an attractive lithographed catalogue twice a year to each one of our mail order customers. We have not yet made any appropriation for street car advertising or for space on the bill-boards.

"About the relative growth of mail

order and store sales? They have increased in about the same proportion and in ratio to the development of our advertising. We now ship hundreds of pairs of shoes each day in response to mail orders from individuals in all parts of America. We also have a large list of foreign customers, and mail shoes almost daily to every civilized country in the world."

"How about tracing direct results from your advertising, Mr. Bliss?"

"Well, of course every advertiser meets with more or less difficulty in determining which publication pays him most, particularly when he uses several monthlies and a few dozen big dailies. We are in the ten-cent magazines, and some of the others during most of the year, and believe that they pay us well. One of the best advertisements we ever had, and one which we have every reason to believe was the most expensive advertisement ever published by a retail shoe house, was our special article upon 'The Evolution of the Modern Shoe,' by Cleveland Moffatt, in *McClure's* for April.

"Ten pages of this article were devoted to an illustrated history of the art of shoemaking and the methods employed in our Whitman factory, and six pages were occupied by display announcements of our spring and summer styles. We have received thousands of orders by mail which we could attribute to this source, and our managers report that other thousands mention the article when they call at our stores to buy. I believe that this advertisement was a particularly good investment, for the reason that a large proportion of the sales it made was to new customers, who, if they find the goods as represented, will come again."

Allen H. Wood is the man who makes the Regal Shoes stand out in the pages of the magazines, and it is probable that there are very few readers of the standard publications who have not been compelled to notice his announcements, so forceful are they.

"We have a good line of goods," said Mr. Wood, "and we simply try to make that fact known to the public. To this end I aim at striking display, and the cuts of Regal Shoes are the best that money can buy, for they serve not only to attract the eye, but show exactly what the goods will be like when they come through the mail. Another point which I make in Regal ads is to set the price, which is \$3.50

in every case, in very large type, for we believe that these figures have been a very great factor in gaining popularity for the shoes."

In years gone by a manufacturer made his profit on the merit in his goods; to-day he makes it on the merit of his business system, and the purpose of Mr. Moffatt's Regal Shoe article was to tell the public of the perfection of the methods by which these goods are made and marketed. That it well fulfilled its mission is attested by the number of immediate orders it inspired, while an advertisement of this convincing character can not fail to produce benefits extended through many months, as I, for one, shall always think of the Regal Shoes at \$3.50 whenever I am held up for five dollars by a dealer who buys of a jobber and makes me pay three profits.

WASTE IN ADVERTISING.

By L. J. Vance.

There will always be a certain amount of waste in advertising. This can not be helped nor can it be avoided. It is simply a part of advertising.

The fact that there is waste—sometimes heavy waste—in advertising is too often concealed or suppressed. That is a mistake. The best way is to tell the truth to the advertiser—to tell him frankly that some of his money expended in advertising will be wasted. Then he knows what to expect, and he is not disappointed when he finds that some of his cash never came back.

The business man is not used to much waste in his business. And yet in every mercantile line there is more or less waste. While the net profits at the end of the year may be large, it is safe to say that some money—and not a small sum either—has been expended in the running of the business in such a way as not to have done any good. It may be in salaries, in the expenses of salesmen or in buying stock; but in whatever way money goes into the business, the fact remains that some of it will have been wasted.

It is the same with advertising, only more so. The advertiser buys space in this medium and in that medium. At the end of the year he can not say what part of his money was wasted, because he seldom knows what each separate item in the total expenditure paid and what did not pay. He can only judge by the general result. If that is satisfactory, then his advertising has been a success.

Just as in business one object is "to keep down expenses," so in advertising, one great problem is to minimize the waste. Thus, you find that the most successful advertising manager is he who reduces the items of waste to the lowest point. This he does by being a close buyer of space and a shrewd judge of the values of different mediums of publicity.

Now and then you hear of some bold advertising man who knows "how not to waste a single cent in advertising." Thus the recent statement of Mr. L. J. Berger, advertising manager of Morgan & Wright, has been widely quoted. He says: "Morgan & Wright never wasted money on advertising, because they had studied and understood the law of natural sequence." While it is true that the advertising of Morgan & Wright's bicycle tires has been successful and profitable, yet it is equally true that no small part of that firm's advertising appropriation must have been expended without bringing any adequate return. In other words, Morgan & Wright have unconsciously wasted money in advertising, the same as all other advertisers.

It is better to recognize that there is waste in advertising than to ignore it. The advertising man goes ahead and carries on his advertising as economically as he knows how. Money is well called the "sinews of war." It may be compared to the powder and shot used and about half wasted. If every shot fired took effect, a war would be ended in a day. If all the money expended in advertising brought adequate returns, every advertiser would get rich in a very short time.

BUSINESS TERM.



"DAMAGED BY FIRE."

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Some weeks ago attention was called to the bad practice of a great many stores in saying things in the headlines of their advertisements that they do not mean at all—things which really contradict what they were trying to impress upon the public. An advertisement appeared in the *New York Journal* the other day of a prominent dry goods house, which was headed like this:

"Friday, as usual, bargain day."

"What gained Friday's fame?"

"Values—naught else."

"Who can make offerings like these?"

"No one will."

The last three words of the head contradict the idea which the advertiser intended to convey. What he evidently intended to say was: "No one else will." Saying "no one will" meant that he himself would not, as well as the other fellow, and he evidently didn't intend this, as he follows the heading with an array of prices said to be special for Friday.

This train of thought leads up to another. I do not believe that it is the best business policy to sell goods at a reduced price for a day, or for an hour, or for any set length of time, if, after the time has expired, the goods are restored to their original price. I don't think it can be called strictly correct business to sell goods at a low price, and afterwards ask a higher price for what is left of the same lot, simply because the customer comes a little later. Don't understand me to say that selling goods at special prices is wrong, for what I wish to say is, that I don't believe it is right to raise the price again on the same lot of goods right after you have been selling them at a lower price. The way sales of this character ought to be conducted to make them the most successful is, that when you reduce the price on a certain article, continue the low price as long as the lot which you have on hand lasts; give everybody a chance to get it at this low price until the supply runs out. When you buy a new lot you can, of course, get regular prices for

the new goods, though they may be of the same quality and style of the former lot sold at a lower price. I believe that the most successful way of doing business is to be just as liberal to your customer as possible. Don't limit her in the quantity that she wished to buy, and don't limit her to the time in which she wished to buy, provided you have the goods when she wants them.

In stores, generally, it does not pay to cut the prices on a standard line of goods of which you have a large stock unless you are willing to continue the price as long as the stock lasts. This is demoralizing to business to have one price one day and another higher price the next day—it gives your customer the idea that you are simply juggling with your merchandise. Special prices are sometimes the most healthy diet that an up-to-date store can take for toning up business, but special price-making is a delicate subject unless you do it right. When you make a special price on an article you can say in your advertisement that you have so much of a certain class of goods, that you are going to make a price on a certain article, and as long as the quantity lasts you will give it to everybody who calls for it in any reasonable quantities. Of course a retail store is not expected to sell wholesale and not expected to supply competitors, but any customer who is going to use the article for her own use is entitled to buy as much as she wants within reason. You can say in your advertisement that as the quantity is limited you do not expect that it will last long—a day or an hour, or whatever time you may believe it will take to sell it, so that your customers that come after that hour or day will have no right to feel disappointed if you can't serve them.

This line of thought again leads to the subject of limiting purchases as mentioned above. A retail store is not expected to sell at wholesale or to supply competitors, but it ought to give the consumer as many of any article as the consumer can reasonably be expected to use. Then the question comes up as to how many is a reason-

ble quantity, if you must have a limit. That depends entirely upon the goods. If the sale is upon furniture and the item is a parlor suit, one ought to be a reasonable quantity. You could limit your sales to any one customer to one parlor suit, because one parlor to be fitted up is about all any ordinary person can be expected to have, and you would be justified in not selling more than one parlor suit to one person, for the reason that one is a reasonable quantity. Again, if the sale is on soap, I do not think it is reasonable to limit it to one cake to a customer. I should rather allow them six cakes, and possibly even a dozen if necessary, because soap is an article of every-day use, and a great many customers buy their soap by the dozen or half dozen cakes. Again, in a sale of sugar, I should not think that it would be reasonable to limit the sale to one pound to a customer, but would rather allow them ten pounds or even twenty-five or a hundred pounds, which is a sufficient quantity to be called a reasonable purchase. Don't allow your customers to think that in any of your advertisements or in any of your business dealings the low prices that you make are merely used as bait to get them on your hook to sell other goods at a high price. They sometimes think this unless you are careful. Be perfectly frank with them and just as liberal as possible, and try to get them to believe that the low prices that you make them are incidents which come up through your own shrewd buying, or through your determination to quickly sell certain articles which you have.

In a recent issue of the *Dry Goods Economist* I noticed this paragraph:

"In a big department store the other day there was an offering of small reticules at ten cents each. Close to the counter on which the goods were piled up stood three men—one a floor-walker and the other two apparently managers of other departments. The three men were engaged in an animated conversation, which took the form of a running fire of criticism and chaff regarding the low quality of the articles. Their remarks were distinctly audible to all who approached the counter, and many a woman who had apparently intended to purchase retired in confusion, blushing at being detected in a desire to buy the cheap trash

over which the wide-awake and witty employees were making merry. This is a good kind of competition—for the other fellow."

If one were to make a tour of the stores to-day he would find such occurrences as this paragraph mentions are much more frequent than any one who had not taken the pains to investigate would believe. One of the most annoying things that can happen to a customer is to have any insinuation made which has the slightest tinge of ridicule. If a store would impress upon its people the necessity of being careful not only in what they say to the customer, but in what they say to each other where customers can hear it, how much better it would be for that store. In going among a vast number of stores, as I frequently do, I hear so many things said by the employees, many times purely in jest, but which are taken in dead earnest by the customer who hears the remark. Try to impress upon your people that what they say to each other, if overheard by the customer, has sometimes a greater effect than if it was said to the customer in person. Many customers have the idea that the clerks are honest in their talks with one another, but are paid not to be honest in their talks to the public, and therefore the jesting remarks made on the side are taken as the truth. In a dry goods store on Fourteenth street, some time since, at the dress goods counter were sitting two persons making a purchase. One was an employee permitted to shop during business hours, and the other was a customer just in the act of buying a dress from a piece of gray cloth. The salesman behind the counter called the other employee's attention to the same goods, asking how it would suit for the dress that the employee wished to buy. Evidently in a half-joking, yet thoughtless way, the employee replied: "Oh, you can't beat me into taking that." The lady customer about to buy dropped her intended purchase with a suddenness which surprised the salesman; she perhaps only heard the word beat, and knew of its application to the merchandise in question, and felt that the employee, who evidently knew what she was talking about, was insinuating that she was being beat into buying the goods.

Recently in a Broadway store, that is supposed all the world over to be strictly one-price, a conversation was

carried on by two employees which evidently made the dozen or more customers who heard it believe that the house was not as one-price as it claimed, but, if occasion necessitated, made special prices for special individuals. The real circumstance, had it been known, was that a certain piece of merchandise had fallen on the floor earlier in the day and became soiled. The head of the department, whose business it was to make the price on the goods to be sold, had agreed with the salesman to make a special price on it because it was soiled, but had forgotten to say just what price it should be sold at. In the meantime a customer comes in to buy the identical piece, and the salesman, instead of walking over to the head of the department and asking him privately what special price he had concluded to make, sings out across the store so that everybody could hear it, "Mrs. Jacobs wants to know what is the special price you will make her on this—it is marked seventy-five cents."

The head of the department thoughtlessly answered back, "Sell it to her for fifty cents."

Many persons who overheard this, and not knowing the circumstances, evidently drew a wrong inference from it.

Watch your clerks, watch your heads of departments and watch yourself. Caution your clerks to be very careful in their remarks to one another, and if they have anything to say to one another, say it privately where it can not be misunderstood.

* *

It is sometimes a hard thing to know just how much money a store ought to spend in its advertising. It is equally as easy to spend too much as it is to spend too little. In most cases it is better to spend a little too much than it is to spend not quite enough. Some, however, spend so much more than they ought to that the expense of advertising overbalances the good which is derived from it. True economy in advertising is to spend a plenty, but not one cent too much. This is the happy medium between stinginess and extravagance. First, an advertisement ought to be large enough to attract attention, or at least not to be so buried with other advertising that it will not be seen. Sometimes this can be accomplished in a few inches, and other

times it takes a column or more. Put in your advertisement just as little as you can to cover the story completely and to tell the best things possible about your business. Don't try to tell everything to-day, but save something good for to-morrow. Don't, however, go to the other extreme and save all the other good things for to-morrow. The great trouble with advertisers is not that they spend too much all in a lump, but they spend just a little too much, day after day, and this little expense amounts to a great deal in the course of time. The trouble with many is that they have a certain space that they want to fill every day, or every week, and they use just that much space whether they need it or not. It is not economical to use ten inches when nine inches would answer the same purpose and accomplish the same result and be just as prominent.

Don't try to crowd your advertisement. Don't try to say too much or take too much space. Say what you have to say plainly in as few words as possible, and put it in a space just large enough to make it look well. When you have done this then stop. Don't try to say anything more or use any more space. Advertising of this kind done regularly and carefully will be profitable.

* *

Prosperity seems to have been delayed on the way, but is now to be surely heading in this direction. Every merchant can help on this prosperity if he only makes up his mind to do it. If you are going to sit still and wait until prosperity, like the tide of the sea, lifts you off your feet and carries you along with it, we are afraid you will still be waiting next spring. If you want your business to improve this fall you will have to get down and hustle for it. Now is the time to begin. Begin at your front door, and go straight through the house and take an inventory of yourself and everybody and everything in it. Throw out all things which seem to be in the way of success. Push and enterprise on your part are going to have more to do with your success than anything else. If you have been doing business in a slipshod way, waiting for something to turn up, it is high time you stopped it. Settle down to business in earnest and prosperity will begin in your store very soon.

YE BARGAYNE.

Ye ladye bought ye new sprynge hatte,
And took itte home in glee,
"And husbando, husbando, is itte notte
A bargayne goode to see?"
"But what is thysse?" ye husbando cried,
"That lyes across my knee?"
Ye ladye toyed withe her lappe dogge,
"Itte is ye Bille," quoth she.

Ye husbando read, "Ye new Sprynge Hatte—
For greene-backs twenty-three,
To breakynge wyndow in ye crush—
Four dollars, Mercy mei
To churgeon for ye fayntyng fite—
Two-fifty—Malvoisiel!"
Ye ladye toyed withe her lappe dogge—
"Ye crowde was greate," quoth she.

"Two dollars for ye coaching home,
Ye lunch for quarters three,
A new sprynge cloak, for thysse is torn,
A new—" then paused he;
"Gadsooks! Forsooth! A prettie Bille!
Where maye the Bargayne be?"
Ye ladye toyed withe her lappe dogge,
"Ye hatte was cheape," quoth she.

—Massey's Magazine.

MILLER ON DANA.

Editor Miller of the New York Times pays this tribute to Editor Dana of the Sun—and who shall say it is not deserved: "His admirers and his detractors must come together at this point of agreement—that he has stood up stoutly against the debasement of the newspaper to the level of the stable-boy's tastes and the gutter-snipe's capacities. He abhors a sheet that is the joint product of the owner's unbounded fertility in rottenness and the reporter's defiant feats of ignorance. The best brains, the nicest taste and the highest training are, in Mr. Dana's judgment, none too good for a newspaper."

THE SUNDAY PAPER.

The Sunday paper has become an institution. All read it, and all more or less enjoy its bright and sparkling columns. Its advertisements are thoroughly perused, and time taken to act in reference to the matters they suggest. Advertisers praise and patronize the Sunday paper, and their continued use of its columns is the comment on the accuracy of their judgment.—*Milbourne Advertising Agency, Baltimore, Md.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d.
8,000 S., 9,000 W. LA COSTE, New York.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS,
WEEKLY TIMES-NEWS, 14,000 daily, 4,500
weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established
15 years; 2 cents a copy; sworn circ'n 4,200
copies. Reaches the best homes. Rates 30c. inch.
Write C. M. SHAFFER & CO., Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly
—is the only daily paper in South Carolina
giving a sworn and detailed circulation state-
ment. (See Ayer's Directory). It is the best
family newspaper published in the State. That's
why it pays to advertise in THE REGISTER.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and pow-
erful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for it-
self and will make it for you. Thoroughly
up to date, with all modern mechanical appli-
ances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts.
City circulation larger than any newspaper
in Texas. A dividend-paying medium, backed
by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages,
Weekly eight pages, all live, prosperous pa-
pers, published by the Galveston Pub. Co., W. F.
Ladd, Pres.; Chas. Fowler, Vice Pres.; George
Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.;
Clarence Ousley, Editor. S. C. Beck with Special
Agency, sole agents.

WASHINGTON.

THE "P.L."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English
eve'g paper in city 40,000. LA COSTE, N. Y.

Displayed Advertisements.

Must be handed in one week in advance.

30 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.

Intelligencer
Doylestown, Pa.

The Best In Bucks
The Oldest Coun'y,
Penna.

Weekly 1804, Daily 1886.

" * * * Quantity of circulation has no
value unless coupled with quality."

" * * * The trade-bringing power of
newspapers for legitimate merchandises
depends as much upon the age of the pub-
lication and the confidence the public has
in it as it does upon the circulation."—
Philip A. Conne's Interview, in PRINTER'S
INK, July 7.

The INTELLIGENCER submits these
sound principles and asks to be judged up-
on them, as well as circulation, by those
who would appeal to the excellent com-
munity of this district.

ALFRED PASCHALL & CO.,
DOYLESTOWN, PENNA.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements can not fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
7. **The Christian Arbitrator.** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

Woman's Health and Home Journal

REACHES SOUTHERN HOMES!

The Woman's Health and Home Journal is a distinctive home paper. Every copy goes into a well-to-do Southern Home. And every copy is paid for. The paper is six years old. Circulation steadily increases. No issue for 1897 has numbered under 25,000. Actual paid for 17,251 lists, April 1st, count
It pays advertisers. Write for terms.

From the White House Tea, Spice and Baking Powder Co.

The Woman's Health and Home Journal is, in our estimation, the best advertising medium in the South. We have received more replies to the one-inch "ad" in the February issue than from all other papers combined. We are pleased with results and recommend it to advertisers.

THE WOMAN'S
HEALTH and HOME JOURNAL
Chattanooga, Tenn.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium. The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.
Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

Volume XI. _____ Number 12.

Constant in its influence.
Unceasing in its efforts

Special
Advertising
OF PARTICULAR THINGS
BRINGS SPECIAL PRIVILEGES
in Select
Mediums

— The Mason
Identify yourself with His Family

The American
Oppler

The Largest General Circulation of
any Masonic Magazine in the World.
DETROIT, MICH. CHICAGO, ILL.
LONDON, ENG.

THE EDITION OF

The American Messenger

for the months of October,
November and December
will be

60,000 COPIES
EACH MONTH.

Rates 30c. per Line, Gross.
Discounts for Time or Space.

American Tract Society,
PUBLISHERS,
10 East 23d Street, New York.
F. L. WEARE, Adv. Mgr.

It will be
the best
Winter
for years

Dollar Wheat means money in
the homes; good times every-
where; the best advertising
season for years.

LANE'S LIST

reaches nearly seven hundred
thousand American homes every
month. "Hard Times Come
No More." Advertise now and
reach fall purchasers. A postal
bills you information.

WALTER D. STINSON
AUGUSTA, MAINE.

That Conditions Change

IS TRUE IN THE NEWSPAPER
WORLD, AS IN OTHER LINES,
ONLY MORE SO.

An illustration demonstrating this is the

WHEELING NEWS

occupying the foremost position in West Virginia journalism.
This paper is but seven years old, and is issued every evening, Sunday
mornings and weekly, and has a guaranteed circulation of **7,500** each
issue. Have you given any thought to the progress made by the
NEWS, and to the important fact that it leads in circulation, influence
and volume of advertising carried?

We furnish any desired information regarding this paper and its
field. Address the home office, or

38 Park Row, H. D. LA COSTE, Eastern
NEW YORK. Manager.

THE Agent's Guide

NEW YORK

Circulates everywhere.
Published nine years.
None better for Agents
or Mail Orders.

Rates, 50c. a Line.

Forms close 25th.

Put AGENT'S GUIDE on
your list.—Paper on file
at all agencies.—Sample
copy on request.

AGENT'S GUIDE,

P. O. Box 434,

NEW YORK.

Make . . .
Advertising
Pay . . .

THE Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban popula-
tion of Hudson County.

**The MEDIUM that reaches
15,035 families must pay
advertisers.**

You can get profitable returns
from advertising in the

Oil City Derrick

WHY? Because it has been proven by
many advertisers during the past twenty-
five years that the DERRICK stands first in
character and influence with its readers.
No objectionable advertisements accepted.

THE DERRICK PUBLISHING CO.
OIL CITY, PA.

W. E. SCOTT, Eastern Representative,
American Tract Building, N. Y.

You pay for the Advertising and get the Subscriptions free

It has been supposed that it violated some Post-Office regulation to offer to sell subscriptions to PRINTERS' INK in connection with advertising contracts, but it now appears that the Post-Office Department does not claim any right to thus interfere with the conduct of a private business. In consideration of this fact, and knowing how desirable it is that every man interested in advertising shall become a constant reader of PRINTERS' INK, and knowing also how much people who are interested in advertising do appreciate PRINTERS' INK when they once have an opportunity to see it, it has been decided to issue PRINTERS' INK coupons with every yearly advertising order to the full amount of the advertising order. An advertiser ordering a page once a month in PRINTERS' INK, without position, at \$1,200, gets 240 PRINTERS' INK subscription coupons, worth \$5.00 each, being good for a year's subscription to PRINTERS' INK when returned to the office of PRINTERS' INK with the name of the subscriber indorsed across the back. The advertiser who has a page in every issue of PRINTERS' INK, costing \$5,200, gets 1,040 coupons, and the advertiser who has a classified two-line advertisement, to appear one year, costing \$26, gets 5 subscription coupons.

It will have been noted by many observers that the only advertisements of newspapers appearing continuously in the pages of PRINTERS' INK are of those papers that are conspicuous beyond their neighbors in their capacity to benefit advertisers. PRINTERS' INK chooses its advertisers. A poor paper is not often encouraged to occupy its advertising space.—*Printers' Ink, June 30th, 1897.*

For the benefit of its readers, the advertisers of America, PRINTERS' INK desires that in its pages may be found the announcements of the leading papers of every State, every important section and every great city. PRINTERS' INK takes special pains to keep its advertising pages select and to keep out papers of small account. An examination of the advertising pages of PRINTERS' INK, for a year or for five years, will show that the great papers are advertised there and the small papers are not.—*Printers' Ink, July 21st, 1897.*

To the publisher of a really great paper who wishes to place his announcements before the advertisers of America by inserting them in the pages of PRINTERS' INK a welcoming hand is extended—and easy terms.

The People

ARE
BUYING THE

Toledo Commercial

Published every morning, Daily and Sunday, because they get all the news fresh and because they know it is the most complete and reliable that is to be had.

YOU WANT . . .

The best paper in Toledo. *We have it.*

Mr. JONES, of BOWLAND & JONES.—The "Commercial" is one of the first things I see in the morning when I get up. I like the paper. Its news is reliable, and the field is well covered in every sense.

J. H. BELLOWES.—I am convinced, from what I hear, the "Commercial" is gaining ground rapidly among all classes in the city. It is a good paper and is deserving of the patronage it is building up.

YOU BUY

Advertising space in the "COMMERCIAL" and get what you contract for.

We shall be pleased to tell you how much it costs.

THE TOLEDO COMMERCIAL CO.

W. E. SCOTT, EASTERN REPRESENTATIVE,
American Tract Society Building, New York.

The Leaders

AKRON, Beacon-Journal
 ASHTABULA, Beacon
 BELLEFONTAINE, Index
 BUCYRUS, Telegraph
 CAMBRIDGE, Jeffersonian
 DEFIANCE, Republican-Express
 EAST LIVERPOOL, Crisis
 FINDLAY, Republican
 GALLIPOLIS, Journal
 HAMILTON, News
 IRONTON, Irontonian
 KENTON, News
 LANCASTER, Eagle
 LIMA, Times-Democrat
 MANSFIELD, News
 MARIETTA, Register
 MARION, Star
 MASSILLON, Independent
 MT. VERNON, News
 NEWARK, Tribune
 NORWALK, Reflector
 PIQUA, Call
 PORTSMOUTH, Times
 SALEM, News
 SANDUSKY, Register
 SIDNEY, Democrat-News
 SPRINGFIELD, Republic-Times
 WARREN, Chronicle
 WOOSTER, Republican
 XENIA, Gazette and Torchlight
 YOUNGSTOWN, Vindicator
 ZANESVILLE, Courier.

*Address each paper
for Rates.*

OHIO

Was great
in war;

OHIO

Is great in
peace.

OHIO

Always yields
rich returns

To energetic
advertisers in

OHIO

Her people read
papers printed in

OHIO

And these papers
are the leaders in

OHIO

GET IN OUT OF THE WET

SEE HOW



NEW YORK.

Attica.....	70	Corning.....	1,400	Kirkwood...	75	Painted Post	140
Albion.....	140	Curtis.....	40	Kanona.....	55	Pine Valley...	30
Avon.....	210	Cameron.....	40	Lancaster...	40	Rochester....	2,000
Avoca.....	90	Cameron M's	40	Limestone...	50	Randolph....	60
Adrian.....	25	Canisteo.....	240	Litchfield St	15	Richford....	25
Alfred.....	55	Colocton....	70	Locke.....	25	Romulus....	35
Allegany....	70	Cortland....	510	Lockport....	600	Rathbone's...	30
Almond.....	50	Cna.....	175	Lyons.....	125	Silver Creek	30
Andover....	100	Campville...	70	Lisle.....	30	Smithboro...	28
Arkport.....	70	Dalton.....	25	Lindley....	25	Suspens'n B.	35
Auburn.....	510	Dayton.....	25	Medina.....	160	Syracuse.....	600
Addison....	270	Dryden.....	70	Marathon...	80	Spencerport.	35
Batavia.....	75	Dansville...	300	Mayville....	30	Springwater.	25
Baldwins'g.	30	Dunkirk....	215	Middleport..	40	Salamanca...	150
Barton.....	35	Dresden....	40	Moravia....	70	Sacona.....	50
Beaver Dams	60	Dundee.....	190	Moreland...	25	Spencer.....	60
Belvidere...	30	Deposit.....	125	Middleport..	25	Scio.....	40
Brocton.....	30	E. Corning..	30	Mt. Morris..	210	Seely Creek..	40
Brockport...	135	Elmira City.	7,200	Manchester..	30	Swartwood...	40
Belmont.....	90	Erin.....	25	Middletown.	300	Tioga Center	30
Buffalo.....	1,300	Fairport....	40	Mt. Morris..	80	Tonawanda...	90
Burns.....	40	Friendship..	75	Millport....	45	Trumansb'g.	125
Bath.....	490	Glenora.....	25	Newark.....	35	Union.....	110
Big Flats...	75	Goshen.....	100	Newfield....	40	Varna.....	30
Bloods.....	50	Gowanda....	30	Niagara F's.	50	Victor.....	35
Breesport...	280	Groton.....	150	Nichols.....	40	Vestal.....	25
Bingham't'n	3,600	Gulf Summit	30	Nunda.....	60	VanEtten's...	90
Callicoon...	40	Greene.....	70	Newark.....	60	Wayland.....	80
Canaseraga..	50	Geneva.....	500	Newark Val.	50	Wellsville...	450
Candor.....	65	Homer.....	150	New Milford	50	Woodhull....	120
Carrollton...	25	Hornell's'g.	1,600	Norwich.....	225	Wayland.....	90
Cayuga.....	25	Hamm'dsp't.	110	Olean.....	900	Whitney's Pt	50
Chapinsville	25	Hancock....	45	Owego.....	700	Wallace.....	40
Chester.....	40	Harford.....	25	Oxford.....	60	Watkins.....	525
Clifton Sp'rs	40	Himrods....	30	Penn Yan...	650	Waverly.....	825
Canandaigua	510	Havana.....	140	Perkinsville.	25	Wellsburg...	80
Campbell....	30	Horseheads.	30	Peruville....	25	Warsaw.....	100
Chemung....	120	Ithaca.....	1,250	Phelps.....	55	Warwick.....	55
Coopers.....	30	Jamestown..	800	Port Jervis..	350	Westfield....	30

PENNSYLVANIA.

Archbald....	125	Hop Bottom.	25	Mansfield...	150	Sunbury....	30
Arnot.....	75	Inkerman...	70	Martinton...	25	Susquehan'a	350
Athens.....	400	Jermyn....	110	Morris Run.	75	Sayre.....	550
Bethlehem...	90	Kendall O'K.	60	Nicholson...	45	Sheshegan...	30
Bradford...	500	Knoxville...	60	North East..	30	Stokesdale...	25
Blossburg...	150	Laceyville...	35	N. Towanda..	55	Titusville...	90
Corry.....	100	Laxawaxen..	40	Nelson.....	30	Tobghanna...	40
Carbondale..	950	Lanesboro...	70	Niles Valley.	30	Tunkhann'k	75
Clark's Sum.	60	Lansdon....	25	Olyphant...	350	Towanda.....	460
Canton.....	90	Lock Haven.	40	Osceola.....	40	Tioga.....	80
Covington...	35	Lawrence's...	55	Peckville....	60	Troy.....	120
E. Stroudsb'g	75	Meadville...	70	Pittston....	1,500	Williamsp't.	190
Elkland.....	60	Mechopany..	25	Ralston.....	30	Wilkesbarre.	300
Elmer.....	25	Moscow.....	100	Renova.....	45	Wellsb'oro...	275
Glenburn...	60	Mauch Ch'k.	100	Ridgely....	60	Westfield....	60
Great Bend..	170	Meshoppen..	40	Scranton....	5,900	White Haven	60

A. F. RICHARDSON,
Tribune Bldg. New York City.

Chamber of Commerce, Chicago.
Red Lion Court, Fleet St., London

CIRCULATION

In New York and Pennsylvania, exceeding 55,000
In other States and Canada, " 30,000

Fun with the Ink Men.

"THE PIEDMONT INDEPENDENT." }
 PIEDMONT, W. Va., August 21, 1897. }

Printers Ink Jonson, Esq.:

DEAR SIR—Inclosed find my check for \$2.75, for which please send me 50-lb. keg of your news ink for a cylinder press, and oblige yours very truly,

JAS. R. COMBS

P. S.—I have lots of fun with other agents who come around and want to sell me some cheap ink at from 10 to 15 cents per lb. When I tell them I can get ink from Printers Ink Jonson for 5 and 6 cents they try to make all sorts of excuses and say the ink from Printers Ink Jonson is no good, but I soon call them down when I get a paper and show them what nice work it does. The next reply is, "Well, we can't compete with Jonson's prices." For the past two or three years, as you know, I have been getting my ink from you, and I expect to continue to get it from you as long as you sell such good inks at such low prices. Yours very truly,

JAS. R. COMBS.

Every manufacturer of News Ink makes the best News Ink, and will supply it at less than you are paying, but wants to know what you pay before quoting a price. My way is different. I will match any News Ink made and guarantee its quality. My prices are as follows:

500-pound Barrel at 4c.,	-	-	-	\$20 00
250-pound Barrel at 4½c.,	-	-	-	11 25
100-pound Keg at 5c.,	-	-	-	5 00
50-pound Keg at 5½c.,	-	-	-	2 75
25-pound Keg at 6c.,	-	-	-	1 50

My News Ink is better NEWS Ink than can be bought anywhere else at 25 cents a pound. It is not a matter of price.

My News Ink is the best in the world for newspaper work. That is all I claim for it.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, a check with the order. Address

PRINTERS INK JONSON,

8 Spruce St., New York.

EVANSVILLE, INDIANA.



POPULATION, 70,000.

The Second City in size in the State.

SCHOOLS:

Seventeen Public Schools.

Fifteen Private Schools.

With over 20,000 enrolled pupils.

CHURCHES:

Fifty-three, embracing all the leading denominations.

MANUFACTURERS:

Over 400 in successful operation.

NEWSPAPERS:

Fourteen daily papers and periodicals.

THE COURIER

leads both in circulation and influence.

We guarantee now for the Daily over
7,863; Sunday, **8,340**; Weekly, **7,100**.

This is more than all the other English Dailies combined. We give you good service and results.

Eastern Advertising Representative,

W. E. SCOTT,

American Tract Society Building, N. Y.



I was riding on the Brooklyn elevated, said a lady, when I noticed two nice looking men sitting opposite me who were reading the advertising cards over my head. I heard one of them read :

"Open your mouth and shut your eyes
And I'll give you something to make you wise."

Whereupon the other said : "That is an advertisement of Ripans Tabules—They're a good thing ! I know that from my own experience. I used to have occasional headaches that spoiled a day for me. About two years ago I learned about the Tabules and they stave off the headache every time. I carry them in my vest pocket regularly now."

"I must look into that," said the other man, "for I too have headaches now and then."

"Well," said his friend, "Ripans Tabules will break them up. Here ! take one now," added he, producing a vial from his vest pocket.

"And," says the lady, "the man swallowed the Tabule then and there."

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (120 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York—or a single CARTON (TEN TABULES) will be sent for five cents.

The Reading Public of Michigan . . .

can be more effectively and economically
reached by an advertisement in

The Detroit Free Press

than by any other means. The high character it has maintained for 64 years gives it the respect and confidence of the people. A paper thus regarded by its readers is an advertising medium of the highest power. It is economical because its rates are low for its circulation, which averages as follows :

Daily,	-	-	36,323
Sunday,	-		47,331
Twice-a-Week,			100,495

Rates and sample copies on application
to the home office or to

R. A. CRAIG,

41 Times Building, New York City.

What's the matter with
Ohio?

Nothing. We're all right. We are 'tending strictly to business and are making money. We've one of the best States in the Union, and Springfield is one of the best cities in the State, and the *Republic-Times* is one of the best—no, better than that—it's THE BEST paper in the city. It reaches a better class of people and more of them. It carries more weight. It gives better results. That's why so many advertisers use it in preference to other Springfield papers. It covers all the field worth covering.



THE HOSTERMAN PUB. CO.
SPRINGFIELD, OHIO.

A PAID CIRCULATION

IS OFFERED BY

THE KANSAS CITY TIMES

The present mark is **25,000** copies actually circulated and paid for. This figure is based on actual net cash receipts as shown by our cash books.

In addition, THE TIMES offers the only Democratic paper of metropolitan proportions within a radius of more than 250 miles in and adjoining Kansas City.

Its popularity is evidenced by the healthy activity of its subscription list, now receiving more additions than at any previous period of its history.

To the advertiser it offers sure returns from an investment in advertising space. In short, you must include THE TIMES if you are looking for results from the Middle West and Southwest. For rates, circulation, etc., write

THE KANSAS CITY TIMES,
OR **Kansas City, Mo.**
THE S. C. BECKWITH SPECIAL AGENCY,
THE TRIBUNE BUILDING, NEW YORK.
THE ROOKERY, CHICAGO, ILL.

The Houston Post

PLEASED WITH THE RESULTS

OFFICE OF THE J. SINGER BOOK CO.,
"The Texas Subscription Book House."
2212 MARKET STREET,
GALVESTON, May 15, 1897.

Houston Printing Co., Houston :


DEAR SIRs—Inclosed please find our check No. 1952 to cover amount due you. We are well pleased with the result and the many replies the insertions have brought us, and it is with decided pleasure that we remit you.

Respectfully, THE J. SINGER BOOK CO.,
Per J. Singer.

Unsolicited testimonials of this kind are received daily.


The Houston Post

not only has the circulation, but it circulates among the class of people who patronize advertisers.

 **Greatest verified and guaranteed circulation in Texas. Daily, 10,372; Semi-Weekly, 19,734 each part (minimum average 1896).**

For rates, circulation statements, etc., call on or write

The S. C. Beckwith Special Agency,
NEW YORK AND CHICAGO.



*“'TWAS in the newspaper and all the
world now knows it.”*



To be in the

NEW ORLEANS STATES

*means to be very close to the
homes and hearts of the entire
population of that city.*



**The S. C. Beckwith Special Agency,
NEW YORK and CHICAGO.**

"Leading Exponent of the Best
Thought of the South."



The Atlanta Journal

The
Largest Circulation
South of
Washington.

23,930 Daily

THE ATLANTA JOURNAL.

HOKE SMITH, President.
H. H. CABANISS, Manager.



The S. C. Beckwith Special Agency

NEW YORK and CHICAGO.

JOHN C. ECKEL,
EDITOR.

N. EISENLORD,
PUBLISHER.

The Chicago Dispatch

You can begin now and stop
when you like, and the
price is

Only Ten Cents a Line.

This is all the contract necessary to do business with the CHICAGO DAILY or WEEKLY DISPATCH.

Orders for advertising may be sent direct or through any responsible Advertising Agency.

Address

THE CHICAGO DISPATCH,

115-117 Fifth Ave., Chicago, Ill.

IN DENVER

business is now booming and you should be represented there to catch some of the results of returning prosperity. Put your advertisement in the

STREET CARS.

We control them all. Rates low, service unapproachable.



GEO. KISSAM & CO.,

253 Broadway, N. Y.

1515 Larimer St., Denver, Col.



Mr. Samuel Dollars Hoke has an article on billposting in the *Billboard* for June, and we herewith reproduce a portion of it verbatim:

As is well known, the billboards in New York are way above the average in many respects—in fact, the New Yorker will tell you that they are not only above the average, but that they trot in a class that is all their own.

Well, some months ago Hyomei, a catarrh cure, put on Van Buren's boards 200 12-sheets (2,400 sheets) at a cost of \$336 per month; at the same time they put out 85 1-sheets on the L road platforms, at a cost of \$260 per month. (Nearly as much money for 85 sheets as for 2,400 sheets.)

"Well, that might have been all on account of the superior seductiveness of the L road solicitor," says the advocate of the billboard.

But be that as it may, Mr. Hyomei took considerable pains to go around town and inspect his posters, both on the L platforms and on the regular billboards, and he always found those on the L in good shape, and he never found them nearly so well cared for on the billboards.

On the L they were on a board to themselves, separated a few inches from the next board; on the billboards they were jammed up against other posters.

On the L they were all surrounded with a strip of clean white paper; on the billboards they were surrounded with a dirty, ragged lot of frayed edges of other people's posters that had been on the boards before them, and that the billposter thought unnecessary to remove or cover over.

On the L road an inspector covered the road every day, and repairs were made on every sheet within an hour after repairs were needed; on the billboards rains may come and paper may

go, but until the advertiser makes a kick renewing is seldom thought of. (At least that I am told was Mr. Hyomei's experience.)

RESULT.—Hyomei has contracted with the L road for 170 one-sheet spaces at foot of station platforms, for a term of four months, throughout the dullest season in New York, at a cost of ONE THOUSAND DOLLARS A MONTH.

Another instance: The New York *Journal* has been a good patron of the billboards since coming into possession of its present owner. It has also been a good customer of the L platforms, on which it probably has expended ten times the money it has put into New York City billboards.

Now, "comparisons are odious," as we all know, but there is some food for reflection in the extract from Mr. Hoke's article, which has the force of having been written by a man who is placing considerable billposting all over the United States. On the L billboards it is a certainty that the advertiser receives exactly what he pays for. The boards are all separate, are kept in excellent condition and inspected frequently; they are located where the people congregate and consequently command circulation. The billboards on streets and highways are not as a rule located as advantageously and it is a practical impossibility for the billposting concerns who own them to keep the display free from some of the objectionable points raised in Mr. Hoke's article.

The comparative value must be determined by the advertiser, and if "Hyomei" is correct and receives results to so convince him, the moral is obvious.

The phrase, "built like a watch," has been made famous by the Sterling Cycle Co.; their card is a plain, substantial announcement of this fact;

the watch symbolizes the sentence, and in Chicago's street cars this card has found many readers.

"BUILT LIKE A WATCH"

STERLING BICYCLES
 SALESPROOMS, 274 WABASH AVENUE.

Schumacher Bros. are old advertisers in the Milwaukee street cars; their card of the "Regent" Shoe is neat, readable and concise; whether the top line is convincing or not is problematical; however, the card should prove a business getter, and probably it is.

 Fit for a King
 The "Regent"
\$3.50 Shoe
 Schumacher Bros.
 (PLAINTEXT BLOCK)

The Chief Cycle Company have an attractive card in the Milwaukee cars, which doubtless has brought them many customers; they make a good wheel, and their card is attractive, covers about all they want to announce, so it is very likely they have found it satisfactory. The Indian, possibly, may be an imitation of that used by the Cleveland Wheel people, but there is no evidence to this effect in the writer's possession, so it may be a mere coincidence.


 "CHIEF"
 "DANFORD JOE"
 "GAIL"
 "BELA"
 97 Models
 In Exhibition
 800 West 12th St.
 1000 West 12th St.

There are so many substitutions of larl to-day that it is seldom advertised, though still sold to a large extent. Probably one of the largest producers of this household necessity is the firm of James Morrison & Co., Cincinnati, Ohio. Yet they are new advertisers, and naturally tried the experiment in the cars of their home city.

The street cars should prove valuable to the firm, as they bring to the

consumers' notice direct the announcement of an article constantly required in every household. The card appeals to the buyer right at a time when probably on the way to purchase the day's supply of household necessities. It therefore is a better "drummer" than would be the newspaper long since left at the home and forgotten.

The card itself is attractive. "Old Colony" stands out in bold relief, while the words "leaf lard" are easily seen in connection with the head-line. It is lithographed in several colors, which attract the eye pleasingly, and while its style is somewhat conventional it certainly can be considered as a good card and a business bringer.

OLD COLONY
 ASSORTED PURE
LEAF LARD
 JAS. MORRISON & CO.
 CINCINNATI, O.
 Ask Your Grocer!

Some years ago the N. K. Fairbank Co., of Chicago, advertised their lard quite extensively. Subsequently they began the manufacture of "Cottolene" and used the street cars of Chicago, taking the best system, the Great North & West Sides, controlled by Geo. Kissam & Co. Some very attractive lithographed cards were used and the results were reported excellent. Just why the firm changed its methods of publicity doesn't appear, but to-day they use the street cars only for "Gold Dust," and in this connection it is worthy of note that a recent card of theirs is singularly appropriate. It reads:

"Why go to Alaska for gold dust when your grocer sells it?"

Writing of new cards, those now being displayed in the street and L cars of New York and Brooklyn, advertising "Yanatas," are certainly extremely beautiful, realistic and novel. Owing to their colors being incapable of reproduction, it is impossible to illustrate the card here.

"Yanatas" is a specific for sea sickness and stomach disorders, has a very large sale in Europe, and was introduced to the American public for the first time this summer. The street car and elevated railway advertising was placed in Geo. Kissam & Co.'s hands, and no other method was utilized.

Real

ELEVATED
RAILROAD

Advertising

IS EXEMPLIFIED IN THE
CARS OF THE

Brooklyn "L,"

Because we give a card (16 x 24) which the length of the cars requires in order to get appropriate display. We are the Pioneers in real L advertising and our cars are not only the best in appearance and display that bring results, but we propose **THEY ALWAYS SHALL BE!**



GEO. KISSAM & CO.,
253 Broadway, N. Y.

Our New York State Circuit
can't be beat for good Street Car
Advertising.

This is it :

New York City,	-	-	235	Cars.
Brooklyn,	-	-	200	"
Sing Sing,	-	-	6	"
Newburgh,	-	-	12	"
Albany,	-	-	60	"
Mechanicsville,	-	-	5	"
Amsterdam,	-	-	6	"
Utica,	-	-	30	"
Syracuse,	-	-	90	"
Rochester,	-	-	125	"
Buffalo,	-	-	300	"
Niagara Falls,	-	-	15	"

Reliable Advertising Service.
Approached by none. Reason-
able rates.



GEO. KISSAM & CO.,
253 Broadway, N. Y.

If business booms this fall

the men who advertise will get the most of it, as they always do in good times or dull times.

Those who are after their share of the business, and as much more as they can get, are now making their preparations to secure it.

To advertise in the most effective, economical and expeditious manner they should secure the services of

THE GEO. P. ROWELL ADVERTISING CO.
10 Spruce Street, New York.